

belairdirect tops customer satisfaction among home insurers

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The company receives the J.D. Power award in two Canadian regions in the 2016 Canadian Home Insurance Satisfaction Study

Canadian homeowner insurance customers in two Canadian regions, Atlantic/Ontario and Quebec, have rated belairdirect highest for its outstanding customer satisfaction, according to the 2016 J.D Power Canadian Home Insurance Study.

belairdirect, which provides comprehensive and innovative car and home insurance solutions directly to the consumer, was acclaimed for its customer experience, scoring highest in two factors for homeowner insurance: policy offerings; and billing and payment. The survey of more than 7,000 home insurance customers was conducted in March and April.

"We are very proud to have reached this highest ranking for customer satisfaction in the Atlantic/Ontario and Quebec regions, considering that this recognition covers all aspects of the customers' journey," said Louis Gagnon, President, Service and Distribution, Intact Financial Corporation. "At **belairdirect**, we pride ourselves on delivering consistent and exceptional service with simple and innovative products. This is an integral part of our business strategy and we are honoured that our clientele has recognized it."

About belairdirect

Founded in Quebec in 1955, **belairdirect** provides car and home insurance products directly to consumers. It currently employs more than 1,600 people. The company offers a simple but complete solution, allowing customers to communicate with an agent by phone, online or in person through its network of branches. **belairdirect** was the first property and casualty insurer in the world to sell car insurance products online (www.belairdirect.com), attesting to the company's innovative character. **belairdirect** is a subsidiary of Intact Financial Corporation, the largest provider of property and casualty insurance in Canada (TSX : IFC - www.intactfc.com). For more information, please visit www.belairdirect.com or follow **belairdirect** on [Facebook](#), [Instagram](#) and [Twitter](#).

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