

Fifteen simple questions and a few minutes: that's all it takes with belairdirect's new home quick quote tool

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Mobile and desktop-optimized tool uses existing online data to save time, simplify the home insurance quote process and improve customer experience

In an ongoing effort to simplify home insurance, **belairdirect** has launched an innovative home quick quote tool aimed at reducing the amount of time customers spend obtaining a home insurance quote. The tool, accessible through any web browser or smartphone, can generate an accurate quote in a matter of minutes by leveraging existing data and available information from various online databases.

For most Canadians, sourcing a home insurance quote is not a priority, likely due to the lengthy quote process of the past. A quote could include upwards of 40 questions, some of which require reference to property assessments and current home insurance policies. belairdirect's home quick quote tool leverages existing information in a streamlined and simplified 15-question process saving time and eliminating the stress associated with sourcing home insurance.

"We wanted to make quoting home insurance fast, easy and accurate for **belairdirect** customers," said Mathieu Bellerive, Intact Lab's Creative Studio and Digital Strategy Manager. "How do you transform something tedious into something fun? By blending innovative technologies – like big data and Google MapsTM – with a customer-centric design approach, we created a streamlined and enjoyable way to shop for home insurance."

With average home prices continuing to rise across Canada, comprehensive home insurance is one of the best ways to protect one's most significant investment. belairdirect offers home insurance coverage which can be customized to best suit customers' needs while offering peace of mind.

The home quick quote tool is the latest product of developer efforts at Intact Lab, the Montreal-based innovation incubator where a team of digital enthusiasts work toward excellence in customer satisfaction and insurance innovation. Intact Lab provides support to belairdirect and other Intact Financial Corporation companies.

^{MC}Google Maps est une marque de commerce de Google Inc.

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 North America 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 <https://www.belairdirect.com> or follow **belairdirect** on [Facebookpage](#), [Instagrampage](#) and [Twitter](#).

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