



Insurance Brokers Dedicated to Top Notch Customer Service

Ontario's Insurance Brokers Release Rate Your Company Study

TORONTO, January 12, 2009, Today, the Insurance Brokers Association of Ontario (IBAO) released the official findings of the Rate Your Company survey. This independent study surveyed insurance brokers and their staff from across the province on the services offered by insurance companies.

Ontario's brokers are dedicated to finding the best insurance company that best suits the needs of the clients and their families. The annual Rate Your Company survey, conducted by independent market research firm Navicom Inc, allows brokers to continue this tradition of excellent customer service.

The study surveyed 1,150 individuals in brokerages across the province, including those in brokerage management, customer service, and technical support. Respondents were from both urban and rural brokerages as well as small, medium and large brokerages.

Respondents were asked to rank their level of agreement on statements about the insurance company's philosophy and direction; innovation around products and packages; the support tools available to brokerages, such as training and resource support; and the company's overall support of the broker channel.

"The real advantage to using a broker is their dedication to providing independent professional insurance advice to consumers," said IBAO CEO Randy Carroll. "Continually reviewing our relationships with insurance companies is the best way to provide Ontarians with real independent choice for insurance products."

The Rate Your Company survey is available to insurance companies included in the survey. Insurance companies can obtain their own results and how they compare to their competitors, allowing them to work with brokers to provide consumers with the best products and services.

The survey is just one of the many ways Ontario's brokers are working to bring the best insurance service to Ontarians.

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The Insurance Brokers Association of Ontario (IBAO) is a 'not for profit' association that represents and serves the interests of over 10,000 independent Property & Casualty Insurance Brokers in the Province of Ontario.

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