

Daily Insurance Industry News

Sunday 11th of January 2009

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Churchill/Sheila's Wheels offer best online experience

by Richard Kilner



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Customer experience firm Global Reviews has conducted research which reveals that the best online motor insurance is delivered by Churchill and Sheila's Wheels, whereas the best home insurance online is from Lloyds.

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Global Reviews measured the responses from customers when perusing a dozen car insurance websites and 15 home insurance sites.

The websites were scored against hundreds of objective criteria ranging from customer support to general ease of using the site.

Lloyds topped the home insurance leaderboard with 62%, with Zurich bringing up the rear on 46%.

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The primary reason behind Lloyds top score is its excellent online customer support.

There was a smaller gap between first and last in the motor insurance category, which saw Sheila's Wheels and Churchill come joint first with 51%.

Budget was the lowest scored motor insurer looked at, receiving just 41%.

Bertie Stevenson, director of Global Reviews, explained that the majority of customers use online facilities to research possible insurance options and that insurers had to make sure their sites were of a high enough standard to prevent customers becoming dissatisfied and simply navigating away.

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The former highest rated home insurance website was, in Q3 of last year, Norwich Union.

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Lloyds has taken the top spot in the more recent survey, which involved over 1,000 participants in a survey conducted during November.

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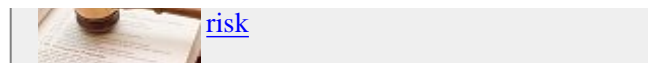
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