

AXA wins Life Insurer of the Year

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AXA Australia has taken out the Platinum Award for Life Insurance Company of the Year at the inaugural Association of Financial Advisors (AFA) and Plan For Life Life Insurance Company of the Year Product and Service Quality Awards 2006.

The award capped off a successful afternoon for AXA Australia, also taking out the Trauma Product of the Year Award. AXA was also a finalist in the Term/TPD Product of the Year category, along with TOWER Australia, and in the Income Protection category.

ING Australia was the other income protection finalist while the category winner was MLC. Zurich and Aviva were also finalists in the Trauma Product of the Year category.

In other awards, ING Australia received the award for Term/TPD Product of the Year and Zurich received the Service Quality Award, with AXA and Aviva being finalists.

The awards were researched by Plan For Life and supported by the Association of Financial Advisors (AFA). Companies were judged in the key areas of product and service quality as judged by AFA members. The research process included a mix of quantitative analysis, conducted by Plan for Life, and an online survey of service quality, with feedback taken from a large cross-section of 150 advisers in 60 dealer groups nationally.

AFA chief executive officer, Richard Klipin, said, "We are delighted to see a diverse range of winners and finalists in these awards. Our association works closely with its members, and we were delighted to be involved with an award structure that used input directly from our members.

"The whole insurance industry will benefit by the announcement of these awards as product and service levels are under scrutiny by advisers wanting the best for their clients."

Chris Nicholls