

LV= life insurance online customer experience score continues to improve



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Industry: [Financial](#)

LV= has been recognised as one of the leading online life insurance providers by independent customer experience benchmarker, Global Reviews. The news comes hot on the heels of the launch of LV='s redesigned website,

Against 13 competitors in the Q1 2009 online [life insurance provider](#) category*, LV= came second for its overall content, with a customer experience score of 57%. LV= topped the study for its online claims information, and its [life insurance tips and advice](#) section. LV= was ranked second for the customer support and prospective customers categories.

Overall, the LV= Customer Experience score was 57%, an increase of 4% from Q4 2008, and 10% higher than the online [life insurance](#) industry average.



[LV=](#) ecommerce director Paul Wishman said: "We are delighted to receive such positive external feedback about our website, particularly after a major redesign and re-launch. Slick online purchasing capability is increasingly important in today's financial services marketplace and we are committed to continually developing

content and usability to enhance the overall online customer experience."

LV= re-launched its website in March 2009. New features include a 'top tab' navigation system giving users 'one-click' access to all products, and a financial advice tab which consumers can click on to complete an online financial health check and book an appointment with one of LV='s financial advisers.

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Notes to editors:
* Independent research company Global Review measured LV='s life insurance website against more than 650 criteria across 34 categories, interviewing more than 1,000 people to find out how they rated the experience during Q1 2009.

About LV=
LV= is a trademark of Liverpool Victoria Friendly Society Limited (LVFS) and LV= is a trading style of the Liverpool Victoria group of companies.

LV= employs more than 3,800 people, serves around 3.5 million customers and members, and manages around £7bn on their behalf. LV= is also the UK's largest friendly society (Association of Friendly Societies Yearbook 2006/2007) and a leading mutual financial services provider. LV='s services include car, travel, pet and home insurance, financial advice and retirement plans.

LVFS is authorised and regulated by the Financial Services Authority and entered on the Financial Services Authority Register No. 110035. LVFS is a member of the ABI, AMI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

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