

Pinnacle Life receives Feefo Trusted Service Award 2023

18 JANUARY 2023, Pinnacle Life has won the Feefo Trusted Service Award, an independent seal of excellence, which recognises businesses that consistently deliver a world-class customer experience.

Feefo established the Trusted Service Awards in 2014 to recognise brands that use the platform to collect verified reviews and receive exceptional feedback from their customers. The awards are unique because they truly reflect a business's dedication to providing outstanding customer service by analysing feedback from real customers.

Working with over 6,000 brands, Feefo is the world's largest provider of verified reviews, helping brands understand customers by analysing verified reviews and providing insight into trends, needs and habits.

With consumer confidence at near historic lows due to rising inflation, as well as research from the Institute of Customer Service revealing that complaints rose to 17.3% in the second half of 2022, this award celebrates brands that are successfully navigating tough market conditions to deliver exceptional service.

Feefo has presented Trusted Service Awards to businesses that have collected at least 50 reviews between January 1st 2022 and December 31st 2022, with a Feefo service rating of between 4.0 and 4.4.

Jane Barron, Marketing Manager commented: "We're delighted to receive a Trusted Service Award from Feefo. Keeping our customers happy is our priority. So, the fact that this award is based on feedback from real customers gives us confidence we are providing an exceptional level of service. The award also recognises just how hard our staff have worked under fresh challenges, with both rising inflation and the cost-of-living crisis affecting both consumers and businesses alike. As we enter 2023, we will continue to listen, understand and deliver what our customers want."

Congratulating Pinnacle Life on winning this year's award, **Tony Wheble, CEO at Feefo**, said: "This year has been a difficult one for so many businesses. So, I'm delighted to recognise thousands of our

clients, which have overcome various challenges to provide consistently high levels of customer service and satisfaction.

“The Trusted Service Awards have always been about recognising companies, like Pinnacle Life, that go way beyond the norm in customer service to receive great feedback from delighted customers. I can’t wait to see what these businesses achieve next year.”

-ENDS-

Notes to Editors

About Feefo

Feefo is a leading global customer reviews and insights platform on a mission to empower its clients to fully understand how their customers experience their product or service.

The Feefo suite of software, combined with its technical solutions expertise, enables its clients to gain a deeper understanding of customer sentiment, behaviour and intent, empowering them with insights to make better business decisions and improve their return on investment. With 96% of customers relying on reviews to purchase, Feefo also creates trust between consumers and businesses by adopting a unique approach to only collect verified reviews from real people.

Please visit: www.feefo.com

About Pinnacle Life

Pinnacle Life was founded in 1998 to provide New Zealanders with the option to buy life insurance directly from a life insurance company – a novel concept at that time. In 2007 it became the first life insurer in the world to offer online life insurance. Its world leading technology solutions enable most customers to get their policy online and be covered in less than 10 minutes. It has won international awards for design and innovation around the way it does business with its customers.

Please visit: www.pinnaclelife.co.nz