

2013 GOLD MONITOR AWARD WINNERS



corporate
insight

P&C INSURANCE

ABOUT CORPORATE INSIGHT

Corporate Insight provides competitive intelligence and user experience research to the nation's leading financial institutions. For over 20 years, the firm has tracked technological developments in the financial services industry, identifying best practices in online banking and investing, online insurance, mobile finance, active trading platforms, social media and other emerging areas. There are no assumptions in Corporate Insight's work – we use live accounts at all of the firms we research, providing our clients with unparalleled, unbiased intelligence on the competition.

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CATEGORY OVERVIEW

1. Public Homepage
2. Private Homepage
3. Mobile App
4. Social Media
5. Homeowners Quote Tools
6. Public Product Information
7. Public Claims Information
8. Home Inventory Resources
9. Client Account Information



Promote Your Firm's 2013 Gold Monitor Awards!

Corporate Insight is happy to assist all Gold Monitor Award winning firms in promoting their honors. For more information and to see examples of past promotions, contact us at PR@Corporateinsight.com.

PUBLIC HOMEPAGE

Allstate wins a Gold Monitor in this category, boasting a homepage that features a modern design filled with state-specific information and a plethora of promotional content. Liberty Mutual also wins the Gold Monitor in this category for a second year in a row. The firm's homepage provides access to a multitude of product information and insurance-related resources.



PRIVATE HOMEPAGE

Allstate wins a Gold Monitor for a comprehensive private site homepage with a good amount of servicing quicklinks and tool promotions. The firm also displays clients' agent information, including their photo, name and contact information.



Allstate[®]

You're in good hands.

MOBILE APP

We award USAA a Gold Monitor for the quality of information and resources offered on its mobile app. USAA members are able to shop, research vehicles, view rebates and receive quotes from their mobile devices. Users can also manage a full set of profile details, including occupation, military status and social media connections. The firm also offers a voice-activated feature that expedites navigation to popular screens and functions.



SOCIAL MEDIA

Allstate and Esurance receive top honors with a Gold Monitor in the Social Media category. Allstate and Esurance both actively manage their social media accounts, especially their Facebook pages and internal blogs. Allstate uses photographs and open-ended questions to generate user discussion, while Esurance runs campaigns and sweepstakes through Facebook.



HOMEOWNERS QUOTE TOOLS

Liberty Mutual receives a Gold Monitor for its robust four-step home quote tool. Liberty Mutual's comprehensive tool offers the most detailed inputs about the homeowner's property, including square footage, wall material and plumbing systems. The firm also incorporates help features, including live CSR chat, FAQs, explanatory images and an agent locator.



PUBLIC PRODUCT INFORMATION

Allstate earns a Gold Monitor in this category for its redesigned public product sections. The updated auto and home insurance product sections consist of multiple pages, each dedicated to a different attribute, such as coverages, policy features and discounts. The firm also provides information tailored for each state to ensure that visitors view accurate product details, as well as ample quicklinks to tools and resources.



PUBLIC CLAIMS INFORMATION

Travelers is the recipient of a Gold Monitor for its most comprehensive collection of content and resources. The firm offers unique materials, including downloadable claim guides, a repair estimate article, a sample appraisal and tips for selecting a contractor. Travelers also provides customer testimonials, videos and locators for auto repair shops and property emergency services.



HOME INVENTORY RESOURCES

Allstate earns a Gold Monitor in this category for an impressive collection of public site materials, calculators and a dedicated mobile app. Allstate's Digital Locker home inventory app enables users to manually input items' information, scanning the barcode or looking up details on Google. Users can also save and export their inventories to share with family members.



Allstate®

You're in good hands.

CLIENT ACCOUNT INFORMATION

GEICO wins a Gold Monitor in this category for its large amount of options to update both policy and profile information. These transactions include, editing coverages, adding a driver, enrolling in text notifications and changing security questions. The firm posts quicklinks directly on the private homepage, making it extremely easy for users to land on the appropriate transaction screens.

The GEICO logo is displayed in a bold, blue, sans-serif font. The letters are thick and closely spaced. A small registered trademark symbol (®) is located at the top right of the letter 'O'.

CONTACT US



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