

2013 GOLD MONITOR AWARD WINNERS



LIFE 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 & Navigation
2. Public Education Resources
3. Public Life Insurance Product Information
4. Client Account Information
5. Client Statements
6. Advisor Literature Order Systems
7. Advisor Illustration Tools



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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 & NAVIGATION

The USAA public homepage provides immediate access to various product information pages, including Life Insurance product pages. The firm's navigation menu flyout tabs and several rotating image platforms also offer access to the firm's products and services. The overall design of the public homepage is visually appealing and well-structured.



PUBLIC EDUCATION RESOURCES

Northwestern Mutual provides public site users with a wide array of public site resources that are focused on educating the consumer. Interactive games and presentations that focus on the basic principles of life insurance, as well as a product comparison chart and an interactive life insurance needs calculator, are offered to public site visitors.



The Principal finds its way into the top spot this year due to its focus on delivering an array of life insurance-specific interactive tools and calculators, informative videos and general product type information to public website users. The firm's site boasts an impressive collection of online calculators, specifically with its "What is my Return" and "Which is Better" calculators.



PUBLIC LIFE INSURANCE PRODUCT INFO

Northwestern Mutual organizes product information by product type. For each product type informational page, the firm houses information about related products within intra-page tabs. The firm also offers product materials, including brochures and multimedia on specific products. Navigation to individual product pages is easily accessible from the firm's main navigation menu.



CLIENT ACCOUNT INFORMATION

AXA Equitable provides clients with a high level of contract information in the Account overview page, including investment options information, beneficiary information and premium details. The firm also allows clients to easily access their financial summaries, portfolio holdings and statements from a left-side menu on the Account Details page.



MetLife redesigned its private homepage last year, now providing clients with a great deal of policy information upon login, including names of beneficiaries. The firm also continues to provide information in a well-organized display, with intra-page tabs separating general financial information from riders and benefit information.



CLIENT STATEMENTS

AXA Equitable receives a Gold Monitor award for the third year due to its organized statement content. The firm's comprehensive statement (about 20 pages) offers clients ample policy details and investment performance data.



AXA EQUITABLE

ADVISOR LITERATURE ORDER SYSTEMS

Genworth offers the best advisor literature order system among Life Insurance Monitor firms. The overall functionality and ease of use of the tool, along with the added capabilities like adding to My Favorites and an Order History option, makes this the Gold standard for life insurance firms.



ADVISOR ILLUSTRATION TOOLS

MetLife earns a Gold Monitor award for offering one of the newest illustration model that is easy-to-use and offers a variety of relevant resources, including links to user guides, release highlights and product news. The ledger is also visually appealing and highly detailed.





CONTACT US

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