

Media Release

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New look website for Pinnacle Life

Pinnacle Life has updated its online technology platform, including ensuring that its website is responsive and mobile-friendly to meet the needs of today's digital savvy users.

Chief Executive Michelle van Gaalen says that the website still makes the process of buying life insurance online easy but has been enhanced to include life insurance calculators and other information to help people make informed decisions for themselves around their life insurance needs. "Pinnacle Life knows how much our customers value being able to buy life insurance online in less than 10 minutes- with no paperwork involved. They are also happy to choose what they need in a life insurance policy. We've looked to help them out by adding in calculators and more information on our new site to help them make an informed choice."

Van Gaalen says "Pinnacle sees a growing number of Kiwis who want to choose for themselves Life Insurance options that are simple, straightforward and competitively priced, and we are here to serve that market", says van Gaalen. "We suggest that people visit www.pinnaclelife.co.nz and see how easy it is for themselves. We are the only NZ Life Insurance company that can approve and issue 75% of applicants with a policy there and then - which we believe is critical to our brand promise of being an online insurer."

Pinnacle Life worked with Gravitare, their digital agency to design the customer experience for the new site. Andrew Ferguson, Managing Director of Gravitare says "this was a great project for us to work on, as there were some complex interactions between the website and the online application that were needed to get just right; but without compromising the simplicity of buying life insurance online that Pinnacle Life is renowned for."

Jack Porus, Chairman of Pinnacle Life is excited about what the new online technology. "The new site itself looks and feel completely different, but what is really exciting is the innovations that have happened 'under the hood' with our online technology platform. This will enable us to bring new products and innovations to market more quickly. Given our focus on growth, this platform is critical to being able to successfully deliver to our strategic plan.

Ends.