



Media Release

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Chartered Accountants ANZ partnership with Pinnacle Life announced

Taking out life insurance should be a must for all of those who can afford it but the process can prove daunting for some people.

A new partnership between Pinnacle Life and Chartered Accountants Australia and New Zealand will provide Chartered Accountants ANZ Members direct life insurance products.

Chartered Accountants ANZ Head of Members Simon Grant said members were looking for sound, effective and easy to access life insurance.

“We were actively looking for a direct life insurance partner who can meet a high standard of customer experience and can deliver for the long term. Pinnacle Life has been around for nearly 20 years and impressed us with their track record, technology, products and customer focus.

“We will only partner with an organisation which is passionate about delivering for the customer. Pinnacle Life has an outstanding digital customer experience so our members can easily access the life insurance solutions that work for them.”

Pinnacle Life Chief Executive Michelle van Gaalen said her organisation was delighted with the partnership.

“Chartered Accountants ANZ is the premiere professional association for leaders in business and finance in Australia and New Zealand. Its 117,000 members are key to supporting prosperity for individuals, families and public, private and non-profit organisations.

“We are delighted they have chosen Pinnacle Life as their preferred direct life insurance provider in New Zealand, and that we were able to meet their criteria for an organisation that is customer focused and provides quality, value-for-money solutions.

“This is about a partnership of two respected organisations thinking ahead to meet the needs of New Zealanders. As a New Zealand owned and operated life insurance company, we’re proud to be affiliated with an organisation which helps other New Zealand businesses thrive and grow.”

Ms van Gaalen said being able to do things easily online was a key area of growth for Pinnacle Life.

“In this day and age many people want to be able to sort out their life insurance online, in their time. We understand this need, and so have built a world-leading technology solution which sees nearly 75 percent of Kiwis getting their life insurance approved and issued online, with no need to fill out paper forms or provide medical records. In today’s world, where many people are time-poor, being able to provide solutions in a digital way is expected by customers.”