

Why Brokers choose CHU



Voice of the Customer

Our customers have always given us feedback on our service and delivery but to date it has always been anecdotal.

So in 2011 CHU engaged an independent firm to conduct a nationwide survey and run workshops on a cross section of our customers. The objective of the survey was to independently measure CHU's service delivery and customer satisfaction, across a range of attributes that were important to you.

The results from the survey confirmed what many Brokers have long been telling us, and we are determined to stay at the top of our game.

Thank you for this. We appreciate your honesty.

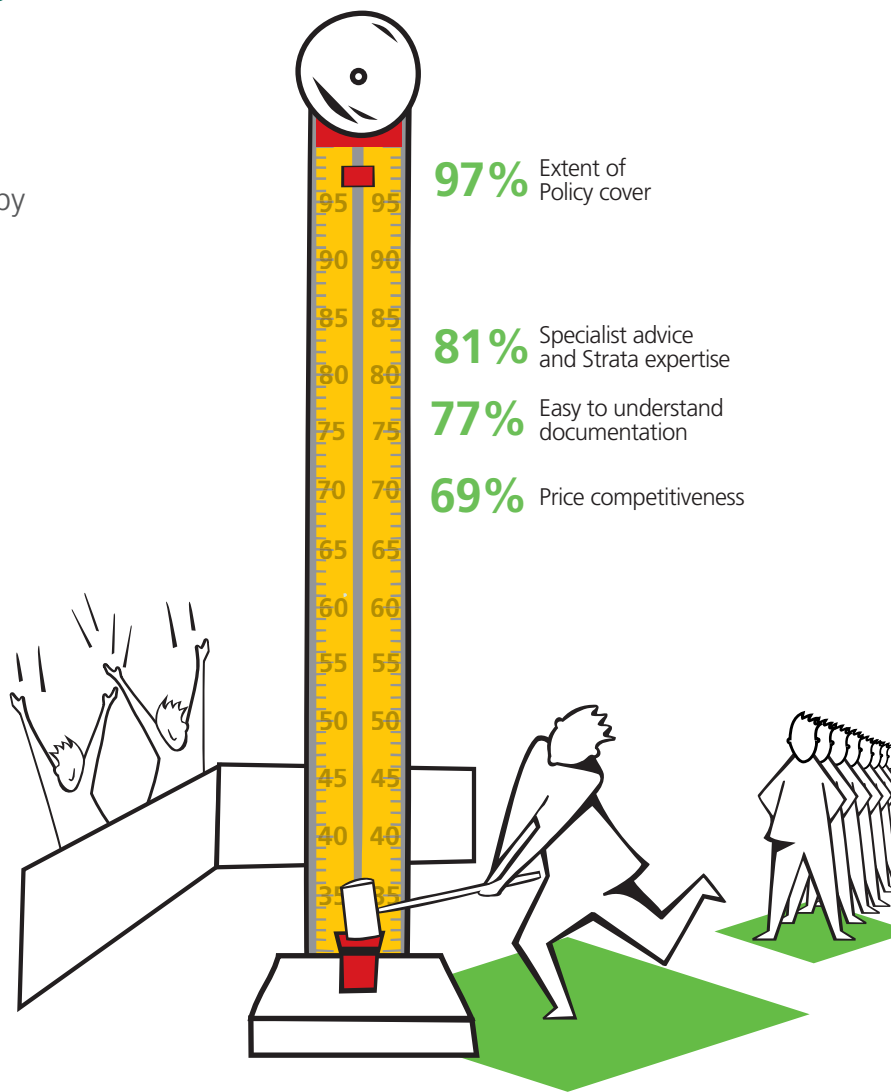
Brokers see CHU as...

'CHU is universally seen as the No. 1 strata insurance provider'

Brokers surveyed stated CHU is the number one strata insurance provider by far given:

- ▶ CHU has a clear pedigree with longevity, as opposed to some players, especially price fighters that come and go;
- ▶ CHU has the clear lead on product, service, and business partnership;
- ▶ CHU maintains a significant industry role and stature;
- ▶ CHU competitors are seen as either: followers, niche players, or weaker in terms of service and claims delivery.

How we stacked up... based on your feedback



What's important to **Brokers**

The survey told us what are the most important factors in selecting an insurance provider and then how CHU rates against these factors.

What is important to **Brokers** - How you rated CHU

▶ Extent of policy cover (97%)	90% satisfaction
▶ Specialist advice and strata expertise (87%)	81% satisfaction
▶ Price competitiveness (94%)	69% satisfaction
▶ Easy to understand documentation (90%)	77% satisfaction

One of the key measures – 'customer satisfaction' Brokers rated CHU 79%, in fact for all factors you rated us higher than how you rated our competitors.

Your Strata insurance provider of choice

How we stack up against our competitors...

Brokers rated CHU higher than any of our competitors when asked "If you had to choose one insurance provider, who would this be?".

As a matter of fact you told us amongst the Brokers surveyed overall, CHU is clearly the provider of choice over our competitors.



58% Choose CHU
1 to 10% choose a competitor.

So what does it all mean to **You**

It means next time you are asked by your Bodies Corporate about why they should choose CHU or when premium comparisons are being made, you have got some recent statistics on CHU to back up your recommendation.

This will help to point out that CHU's price equates to a premium product, with the most comprehensive cover and best customer service. Remember you have confirmed that CHU is the strata insurance provider of choice, Australia wide. If your customers want the best cover from Australia's most trusted and highly rated strata specialist then they can only choose CHU, surely anything else is a compromise.

New South Wales / ACT

1 Northcliff Street
Milsons Point 2061
PO Box 507, Milsons Point 1565
Phone: 1300 361 263
Fax: 1300 361 269
info_nsw@chu.com.au

Victoria / Tasmania

Level 30, 459 Collins Street
Melbourne 3000
Phone: 03 8695 4000
Fax: 03 9620 0606
info_vic@chu.com.au

Queensland

Level 6, 445 Upper Edward Street
Spring Hill 4000
PO Box 255, Spring Hill 4004
Phone: 07 3832 4880
Fax: 07 3832 0367
info_qld@chu.com.au

Western Australia

1050 Hay Street
West Perth 6005
PO Box 686, West Perth 6872
Phone: 08 9322 1722
Fax: 08 9481 6017
info_wa@chu.com.au

South Australia

Ground Floor
208 Greenhill Road
Eastwood 5063
Phone: 08 8394 0444
Fax: 08 8394 0445
info_sa@chu.com.au

www.chu.com.au



The Specialists in Strata and
Community Title Insurance

www.chu.com.au

CHU Underwriting Agencies Pty Ltd (AFS License No: 243261) is an underwriting agency acting on behalf of the insurers: QBE Insurance (Australia) Limited ABN 78 003 191 035 (AFS license No: 239545).