



## Media Release

# CAA sets gold standard in insurance industry with top honours for operational excellence and relationship building

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**Thornhill, ON**, April, 18, 2017 – CAA Insurance (CAA) is proud to be recognized by the Chartered Insurance Operations Professional (CIOP) Institute with the prestigious **2017 Americas Insurance Award (AIA's)**. This is the first time the award has been bestowed upon a Canadian company.

“We are absolutely delighted to be recognized with such a significant award in the insurance industry,” said Matthew Turack, President, CAA Insurance. “CAA’s brand continues to grow steadily as a trusted and industry-leading insurance provider and we are incredibly excited for what is to come in the months and years ahead.”

The AIA’s honour examples of innovation, integrity, masterful execution and outstanding leadership throughout the insurance industry. The focus of the 2017 AIA’s is “Lessons in Operational Innovation & Performance”.

CIOP highlighted several factors for its selection of CAA Insurance for most outstanding operational innovation, including advancing the company’s capabilities concurrently across multiple fronts:

- From a technology perspective, CAA transformed its application platform into a strategic enabler – including the deployment of the entire Guidewire suite in record time.
- CAA has also embraced the science and application of competing-on-analytics by using big data and extensive modelling that rapidly serves up advanced risk segmentation and pricing approaches.
- The customer and employee experience was further enriched through the accelerated migration to the state of the art Avaya Telephony Platform that seamlessly integrates CAA’s distribution channels and product offerings.

“It’s clear that CAA Insurance is seeing momentum this year,” continued Turack. “We are dedicated to building strong customer relationships across Canada and it’s our outstanding operational innovation that helps us get there. We look forward to continuing to build in the months and years ahead.”

CAA’s brand prominence was further reinforced earlier this year when the company was recognized in The Argyle Public Relationships Index™ – a national Leger Research Survey, that compared a variety of brands based on key metrics of relationships between brands and their key audiences.



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CAA tied for the top position among Canadian insurance companies when it comes to trust, satisfaction, commitment, caring for customers, concern for people, and relationship with the brand.

### About CAA Club Group

For over a hundred years, CAA has been helping Canadians stay mobile, safe and protected. CAA Club Group encompasses two auto clubs in South Central Ontario and Manitoba, providing roadside assistance, travel, insurance services and Member savings for our 2.5 million Members.

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