



For immediate release

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**NobleOak recognised for service excellence
in the 2015 Australian Business Quality Awards**

Strong focus on customer satisfaction leads NobleOak to win the Gold Award

Sydney, Australia – NobleOak Life Limited (NobleOak), an independent Australian owned and operated specialist life insurer, achieved the esteemed Australian Business Quality Award for successfully adhering to its high service standards and going beyond customers' needs.

NobleOak was awarded the prestigious Gold Award, which meant that it scored 90% or higher in customer satisfaction ratings.

Now in its 7th year, the Australian Business Quality Awards acknowledges enterprises that exhibit outstanding service levels as assessed by their customers. The organisation measures businesses against a range of internationally-recognised principles of best practice in customer service.

"We are truly proud of this accomplishment which clearly demonstrates our commitment to provide great personalised service to our clients. At NobleOak, our staff truly live by our corporate values and genuinely desire to make a difference and provide better value, high quality life insurance cover to all Australians," shared Anthony R Brown, Chief Executive.

With a deep history of providing help to where it was most needed, NobleOak has been protecting Australians since 1877. It provides more affordable and accessible high quality life insurance cover by keeping costs low and passing those savings back to clients.

Recounting an experience with NobleOak, one of its clients* related, "The staff members are very knowledgeable; they take the time to ask me the right questions about what's important to me."

Equally satisfied with NobleOak, another client said, "They are easy to deal with. Their service is 10 out of 10."

The Australian Business Quality Awards aim to raise the bar in customer service by encouraging businesses to be the best at what they do and rewarding those who excel in their respective fields. Open to any enterprise, regardless of its size and the nature of its business, the awards evaluate how effective an enterprise is in performing against its own and best practice customer service standards.

According to the organisation, "Customers always look for the best service, which positively impacts the business in various facets, from recall to word of mouth and repeat business that all affect the bottom line. The awards not only give the business the recognition it deserves but also identify aspects that surpass customer expectations and those that have room for improvement."

Providing a good indication of which businesses have strong customer satisfaction ratings, the Australian Business Quality Awards bestows the Bronze Award to enterprises that garner a score of 70% to 80%, the Silver Award for an 80% to 90% score, and the Gold Award for a score of 90% or higher. A complete list of the winners is available at www.businessquality.com.au.

**Survey conducted by Australian Business Quality Awards, 2015.*

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About NobleOak Life Limited

NobleOak is an Australian Life Insurer that provides comprehensive life insurance and other covers with award-winning personal service. It keeps costs low by avoiding expensive mass advertising and large upfront commission payments to third parties, and pass savings back to clients through reduced premiums.

NobleOak was established in 1877 and their products are backed by a top 3 global reinsurer for extra security. Their insurance products are easily accessible through many advisers, associations and other business partners, or direct applications can be made over the phone or online at www.nobleoak.com.au

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