

Comfort Insurance Launches Their New Website

Written by Australian Business

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Comfort Insurance, an award winning motorhome insurance provider are supported by Aviva and has been providing motorhome insurance for over 20 years. Now Comfort Insurance continues to strengthen its brand and company by releasing a newly designed website and unveiling their new logos on <http://www.comfort-insurance.co.uk>.

The overall look is more modern, cleaner and the reworked layout offers a much improved user experience. Ben Cue, Comfort Insurance's Senior Account Advisor says, "We carried out thorough market research, focus groups and user testing to see how we can improve the user's experience on our website".

Ben wanted a redesigned website to give motorhome enthusiasts more value when visiting the site, as well as making it easier for motorhome owners to get a quote. The site is going to be a resource for people who are interested in motorhomes and aims to be a community. Because the whole team at Comfort Insurance are motorhome enthusiasts, they will be contributing to the new website's blog.

Ben explains that, "The tough part of the process was reviewing our logo as we are a family run business and have had the same one for over 20 years, but we feel that it fits in well with our brand and embraces the value of our products, as we continue to review our policies to ensure they are simple to understand as well as remain a market leader."

Comfort Insurance is a family run and an award winning specialist motorhome insurance provider who has been in the industry for over 20 years. They have a long term relationship with Aviva, the UK's largest insurer and their motorhome insurance product is jointly developed with them.

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