

BRITAM Awarded the QUDAL - QUality meDAL, Named Best Insurance Company in Kenya

Written by Australian Business

ZURICH, SWITZERLAND, November 19, 2014 **/24-7PressRelease/** -- Britam has been awarded the QUDAL - QUality meDAL, an international recognition only awarded to products and companies which offer consumers the greatest level of quality.

The first QUDAL - QUality meDAL research in Kenya shows that Kenyans rate Britam as the best insurance company in the country in the provision of quality service to customers.

This is the result of the first QUDAL - QUality meDAL research in Kenya performed by the Swiss organization ICERTIAS- International Certification Association GmbH. The organization measures citizens' experience and satisfaction with quality of marketed products and services.

The QUDAL - QUality meDAL is accolade only awarded to products and services which offer the best quality, according to scientific market research and opinion of consumers.

Kenyan consumers were asked within the QUDAL - QUality meDAL Research what they would buy and what they would use if money was not an issue, and only paying attention only to quality.

Within the insurance category, the highest number of respondents rated Britam as the best company in the provision of quality.

The entire QUDAL Research in Kenya encompassed more than a hundred commercial and non-commercial categories (e.g. best quality milk, best quality car, best quality domestic singer etc.).

The questions in the QUDAL - QUality meDAL research were open-ended, and respondents were freely asked to state the names of producers and service providers which, according to their experience, have absolutely the best quality in general.

"Britam is a company that is customer centric, innovation driven, and focused. It has a strong engagement with the customers through a robust customer relationship management system that has led to better market penetration, increased levels of customer acquisition and

retention," Said Britam Group Managing Director Dr Benson Wairegi.

Commenting on the award, Dr Wairegi said all the products and services offered by Britam are crafted in relation to the needs of the customer and the market, further cementing Britam's brand promise to be with the customer every step of the way.

The QUDAL research does not measure market shares or the power of a brand, but exclusively and only experience, satisfaction with the quality of the service and the offer on the market as perceived by the examinees.

Methodology and Sampling

The QUDAL - QUality meDAL - Kenya 2014/2015 Research was conducted by the Swiss organization ICERTIAS - International Certification Association GmbH on the territory of Kenya during June 2014, using an online survey and the CAWI - DEEPMA method (Computer Assisted Web Interviewing - Deep Mind Awareness). 1,200 citizens of Kenya older than 15 and using the Internet participated in the research. The survey encompassed the entire territory of Kenya.

The QUDAL - QUality meDAL Research is conducted fully in accordance with the provisions of the "International Code on Market and Social Research" adopted by the International Chamber of Commerce (ICC) and the World Association of research experts (ESOMAR).

ABOUT QUDAL - QUality meDAL

QUDAL - QUality meDAL (www.qudal.com) is a continuous project for research and awarding products, services and other subjects in local and international markets that offer the best quality - exclusively based on the experience and opinions of consumers. On a global scale, the QUDAL - QUality meDAL project is conducted and supported by the Swiss organization ICERTIAS - International Certification Association GmbH based in Zurich, Switzerland. While conducting their researches for the QUDAL system, ICERTIAS cooperates with many independent local and international organizations, in turn encouraging cooperation related to

raising awareness of the importance of quality both on the local market and at the global level.

ABOUT ICERTIAS

ICERTIAS - International Certification Association GmbH is a private, politically independent organization based in Zurich, Switzerland. ICERTIAS (www.icertias.com) stimulates innovative ways of market testing and research at a local and at an international level. The organization is primarily focused on the global recognition and promotion of product quality and value. ICERTIAS is now most known for its Best Buy Award (www.bestbuyaward.org) and QUDAL - QUality meDAL (www.qudal.com) research and certification systems.

ABOUT BRITISH-AMERICAN INVESTMENTS COMPANY (KENYA) LIMITED

Britam is a leading diversified financial services group, listed on the Nairobi Securities Exchange. The group has interests across the Eastern Africa region. The company offers a wide range of financial products and services in Insurance, Asset management, Banking and Property. The product range includes: life, health and general insurance, pensions, unit trusts, investment planning, wealth management, off-shore investments, retirement planning, discretionary portfolio management, Property development and private Equity.

For More information please visit <http://www.britam.co.ke> .