



## **Johnson Insurance Ranked “Highest in Customer Satisfaction among Home Insurers in the Ontario/Atlantic Region”**

(November 23, 2011) St. John’s, NL – At Johnson, our customers are at the heart of everything we do. Johnson’s efforts in providing customer satisfaction have resulted in the highest ranking in the J.D. Power and Associates 2011 Canadian Home Insurance Customer Satisfaction Study<sup>SM</sup> in the Ontario/Atlantic Region.

“We are incredibly proud of this accomplishment,” said Ken Bennett, Johnson President. “Each day our people deliver exceptional service for our valued customers. These study results reflect what we already know to be true – that we are a customer focused organization that delivers excellent customer satisfaction.”

This independent study, now in its fourth year, measures home insurance customers’ experiences with their primary insurer. Customer satisfaction with home insurance providers was examined in five factors: interaction; price; policy offering; billing and payment; and claims.

“These results clearly identify Johnson Insurance as the overall leader in the Ontario and Atlantic Region in terms of customer satisfaction – and we think that’s pretty impressive,” said Brian King, Vice President, Marketing. “At Johnson, providing the very best service to our customers is our primary focus and we will continue our commitment to this focus by delivering for our customers every day.”

### **Johnson exceptional customer service includes:**

- Personalized service – Our customers are assigned a personal, direct-dial service representative to ensure they receive the very best service, advice and assistance.
- 24/7 availability – Whether it's a holiday, weekend, late in the evening or early in the morning, we're always there for our customers. Licensed insurance representatives are always available.
- Choices and Accessibility – For ease and convenience, we have multiple channels through which our customers may choose to do business with us - in person through our branch network (more than 70 locations), via telephone, and online. Johnson’s customers can access information about their insurance policies and request changes any time, any place, through our secure Members Only website.

“We are focused on delivering the very best for customers,” said Mr. Bennett. “Through the strength, dedication, talent and compassion of our employees and a corporate culture that always puts customers first, we can continue to adapt to the needs of our customers.”

## **About Johnson Insurance**

With origins dating back to 1880, Johnson Insurance is one of the oldest and most respected providers of insurance and benefits in Canada. Today, the company is part of the global RSA group. With history stretching back almost 300 years, RSA is one of the world's leading multinational insurance groups. For three years in a row (2010-2012), Johnson Inc. has been named as one of Canada's Top 100 employers by Media Corp Canada Inc. Johnson Inc. has also been named one of Canada's 50 Most Engaged Workplaces by Achievers. There are more than 1500 Johnson employees located in over 70 locations across the country. Johnson Insurance is a tradename of Johnson Inc., a licensed insurance intermediary.

## **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [jdpower.com](http://jdpower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

Johnson Insurance received the highest numerical score among home insurance providers in the Ontario/Atlantic Region in the proprietary J.D. Power and Associates 2011 Canadian Home Insurance Study<sup>SM</sup>. Study based on 11,286 total responses measuring 20 providers in the Ontario/Atlantic Region (NB, NL, NS, ON, PE) and measures consumer satisfaction with home insurance providers. Proprietary study results are based on experiences and perceptions of consumers surveyed in July-August 2011. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

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