



# FIA Awards: And the winners are...

The 2010 Financial Intermediaries Association's (FIA) Industry Recognition Awards paid tribute to those insurance product providers who receive favourable ratings in the FIA's annual intermediary satisfaction benchmark survey conducted by Bluestream Research.

Seamus Casserly, President of the FIA, said that the awards add value to the industry by providing benchmark best practice statistics for intermediary satisfaction. Furthermore, participating in the survey provides a platform for intermediaries to rank their interactions with insurance companies and in so doing, encourage healthy competition amongst providers.

### The 2010 award winners in the following categories are:

- Personal Lines - Santam
- Commercial - Santam
- Corporate - Santam
- Life/Risk - Discovery
- Investment (Investment Products Single Premium) - Sanlam
- Investment (Investment Products Recurring Premium) - Sanlam
- UMA - CIA (Commercial and Industrial Acceptances)
- Medical Aid - Discovery
- Employee Benefits - Momentum

### A word from some of the winners

**Kobus Vlok**, Chief Executive of Sanlam Personal Finance (SPF) distribution: "We have now set a benchmark and we will continue to deliver overall satisfaction for brokers and our clients."

**Ian Kirk**, Chief Executive of Santam: "We are honoured to again be acknowledged in the 2010 FIA industry recognition awards in the three short-term insurance categories. We are both humbled and inspired to be chosen as the leading short-term insurance company by South Africa's independent brokers - who are the cornerstone of our business."

**Carol Atkinson**, Head of Product Development and Marketing for Momentum FundsAtWork: "This is a high accolade for Momentum and our team. We continually strive to differentiate ourselves through product innovation, as well as aiming to provide consistently awesome service to our intermediaries and clients. This award, as judged by the FIA members, shows we are getting it right".



### Photos (from top):

- Santam
- Sanlam
- Momentum
- Seamus Casserly, President of the FIA.
- Guests at the award ceremony.

