



PRESS RELEASE

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**Best of online insurances:
International trend study presents the Europe Awards**

The international consulting company MOUNT ONYX and the UNIVERSITY of Vienna present the new study "ONLINE INSURANCE SUCCESS: International Trends & Best Practices" www.mountonyx.com/online_insurance_success.pdf. Taking Europe as an example, the study identifies 250 international trends and over 100 best practices in figures. Direct insurance channels are currently responsible for revenues of 100 billion EUR in Europe. All online/ direct channels of insurers in more than 30 countries have been thoroughly evaluated according to the attractiveness, quality and success potential of their channel offer.

The study also presents Europe's top 25 channels in 8 categories with the focus on best products, promotion, sales, service and business models. Only the top 10 per category ("the best 3%") are selected for Europe Awards.

In the overall category "Best Online Channel" AVIVA UK takes first place, followed by ERGO Direkt in Germany and AEGON in the Netherlands. In total, Europe Awards are handed over to companies in 19 countries, with partially surprising details and differences per category.

Dr. Jörg Finsinger, Chair of Financial Services, UNIVERSITY of Vienna: "This study is based on a holistic 3-step research approach and the very first independent evaluation of more than 230 insurers' online channels according to 300 success criteria."

Dr. Johannes Ospald, Chair of the Management Board, MOUNT ONYX: "Whatever the current business model or country, companies will get a first-time international picture about the best of online insurances and new formulas for guaranteed success."

More study details and orders at www.mountonyx.com.

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