

New tool assesses insurers based on client reviews

by [Mark Rosanes](#)
01 Apr 2021

SHARE



Insurance review website InsurEye has rolled out an online assessment tool that informs consumers about insurance providers' performance based on customer feedback.

In developing the platform, InsurEye analyzed thousands of reviews collected over a span of nine years and created a tool that highlights the top positive and negative experiences mentioned in customer feedback.

The tool also automatically adjusts based on the most recent reviews, so consumers will know in real-time if an insurer's performance has improved or dipped.

"It is important to provide Canadians with a concise view of both the key problems and positive testimonials as relates to each company, based on the most recent reviews," said Alexey Saltykov co-founder of InsurEye. "These are actual consumer experiences other buyers should know about before purchasing a policy. Some issues revealed include long phone wait times, rude contact centre agents, long claim process, claim denials, and disproportionately high renewal rates."

The assessment tool is free and accessible to all Canadians looking for auto, home, life, disability, critical illness, health, group benefits, and travel insurance reviews. The company said a similar platform for credit card and mortgage reviews will soon be launched.

"In an age of disinformation, having a trusted, reliable online source to inform your decisions about insurance and financial products is vitally important for all Canadians," said Dmitry Mityagin, co-founder and chief technology officer. "In addition to our new analysis tool, we also spent time revamping our existing platform, making it even more convenient to use across any device."

Related stories:

- [J.D. Power reveals Canadian insurers with highest levels of customer satisfaction](#)
- [Broker competition mounts as InsurEye expands](#)
- [Study sheds light on the key to insurance customer satisfaction](#)

SHARE

0 Comments [Insurance Business](#) [Disqus' Privacy Policy](#) [Login](#)

[Recommend](#) [Tweet](#) [Share](#) [Sort by Best](#)

Start the discussion...

LOG IN WITH [D](#) [f](#) [t](#) [G](#) OR SIGN UP WITH DISQUS [?](#)

Name

Be the first to comment.

[Subscribe](#) [Do Not Sell My Data](#)

Free e-newsletter - get the latest news!

LATEST IB TALK

[What role can insurance play in tackling climate change?](#)

INDUSTRY NEWS

[Ridge Canada expands Specialist Team to Western Canada](#)

Ridge Canada Cyber Solutions Inc. is proud to welcome Mathew Alkerton as the newest

[Can-sure Underwriting](#)
Cansure demonstrates leadership in realty sector

With a strong start to the new year, Cansure demonstrates their commitment to supporting

[Sterling Capital Brokers](#)
LCI merges with Sterling Capital Brokers

The combined company will be one of the largest independent employee-owned benefit consulting

[Submit a press release](#)

INSURANCE BUSINESS TV

