

Media Release

PFL Excellence Awards 2023 - Direct Life Insurance Winners Announced
12 December 2023

NobleOak Life wins Direct Life Insurance Overall Excellence Award 2023

NobleOak Life is the winner of the Overall Direct Life Insurance Excellence Award for 2023, announced by Plan For Life on Wednesday, December 6, 2023.

The 10th Annual Direct Life Insurance Awards recognise Life Insurance company excellence in the provision of Direct Life Insurance products and services to Australian consumers over the past year.

The Term Life Award went to NobleOak Life (Premium Life Direct), the TPD Award went to TAL Life (Accelerated Protection), the Trauma Standalone Award went to NobleOak Life (Premium Life Direct - Trauma), the Trauma Rider Award went to NobleOak Life (Premium Life Direct Life - Trauma Rider) and the Income Protection Award went to TAL Life (Accelerated Protection).

The award for Accidental Injury went to HCF Life (Personal Accident Insurance) and the Funeral Cover Award went to Suncorp (Funeral Insurance).

The Customer Service Award for Life Companies went to NobleOak Life and the Innovation - Distribution Award went to Medibank

The Debt Insurance Award went to MLC Life Insurance (Debt Insurance).

The Marketer - Customer Online Experience Award went to RAC WA, the Marketer - Term Life Award also went to RAC WA (MyProtection Plan) and the Marketer - Income Protection Award went to Insuranceline (Income Protection Plus).

About the Awards

The PFL Excellence Awards are based on an independent, objective and transparent research process using actuarial disciplines. They provide industry participants with a benchmark to compare performance and provide consumers with an insight into best practice. The process involves a data request and submission, followed by a review and analysis by Plan For Life.

<https://www.pflresearch.com/pfl-awards-overview>

For additional information please contact: support.australia@issmarketintelligence.com

The Plan For Life Excellence Award Winners in the Direct Life category are:

Award	Winner	Product
Overall Excellence Award	NobleOak Life	
Accidental Injury	HCF Life	Personal Accident Insurance
Customer Service	NobleOak Life	
Debt Insurance	MLC Life	Debt Insurance
Funeral Cover	Suncorp	Funeral Insurance
Income Protection	TAL Life	Accelerated Protection
Innovation - Customer Service	Medibank	24/7 Nurse On Call Service
Innovation - Distribution	Medibank	NEOS Direct as Distributor and administrator, Medibank as promoter of the brand
Innovation - Underwriting	Medibank	Optimized Underwriting Engine - 21 Base questions against 64 by competitors
Marketer - Customer Online Experience	RAC WA	
Marketer - Income Protection Award	Insuranceline	Income Protection Plus
Marketer - Overall Product Award	Budget Direct	
Marketer - Term Life Award	RAC WA	My Protection Plan
Promoting the Industry	Insuranceline	Importance of Life and Funeral Insurance on TV and Social Media with "Gary the Tortoise" Campaign
Term Life	NobleOak Life	Premium Life Direct
TPD	TAL Life	Accelerated Protection
Trauma - Rider	NobleOak Life	Premium Life Direct Life (Trauma Rider)
Trauma - Stand Alone	NobleOak Life	Premium Life Direct - Trauma

About Plan For Life

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Plan For Life are specialists in collecting data and reporting accurate statistical information and analyses covering financial services, funds management and life insurance markets.

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