



Press release

Brussels, 26 October 2023 – 10 a.m.

Sia Partners awards KBC¹ Insurance the title of international's best user experience for car and home insurance

At every stage of the user experience, KBC Insurance beats the global competition. This is the conclusion published by influential consulting group Sia Partners following an evaluation of insurance companies from all around the world.

Sia Partners established a ranking by examining the web applications and apps for car and home insurance offered by 112 insurance companies across 13 countries.

Five steps in taking out car and home insurance online were assessed, specifically:

- Discovering the product
- Calculating the price
- Options that affect the price
- Taking out a policy
- Filing a claim

Each step was assessed according to a number of criteria based on functionality and ease of use.

Jan Van Hove, Senior General Manager at KBC Insurance, is immensely proud of this achievement: 'By and large, Belgian banking apps, and in particular KBC Mobile, are some of the best in world, and insurance apps still have room to grow. Knowing that our insurance app is now also considered the best in the world for ease of use is therefore particularly pleasing. Such recognition once again reflects the benefits of a highly integrated bank-insurance model. KBC has a proven strategy of focusing on an excellent user experience, both digitally and with a human touch. We've also built this into our insurance activities and that's now paying off.

My sincere congratulations go out to the teams whose sustained efforts have led to this award. Their dedication each and every day has been instrumental in making this all possible. I also wish to thank our customers and app users for their trust and valuable feedback, which has made KBC Mobile the most fully-featured, user-friendly app it is today.

Sia Partners' methodology also provides indicators for where we can focus to further improve our score next year.'

¹ Where we refer to KBC, we also mean KBC Brussels and CBC.

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