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# Churchill and Sheila's Wheels come top for online experience

Platform: **Internet** | Author: Suzanne Bearné | Source: nma.co.uk | Published: 09.01.09

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Churchill and Sheila's Wheels provide the best online experience for motor insurance customers, according to research by Global Reviews.

The customer experience benchmarking company measured 12 motor insurance sites and 15 home insurance sites against a set of criteria including customer support, usability and information across the site.

Churchill and Sheila's Wheels gained scores of 51%, followed by DirectLine, The AA, Morethan and esure with 49% each.

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... was bottom of the list with 41%.

The research highlighted wide variations between home insurance sites. Lloyds achieved the highest score of 62% while at the other end of the table Zurich reached just 46%.

Bertie Stevenson, Global Reviews director, said, "The vast majority of consumers depend on websites to research their insurance options. If customers find it difficult to find the information they're looking for, or to apply online, their competitors are just a click away.

"Even those at the top of the benchmark need to look regularly at what competitors are doing as change can happen quickly online," added Stevenson.

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