

# Kainos Customer FBD is announced as Finalist in the 2009 Digital Media Awards

Submitted by: Sarum PR

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- FBD's Web 2.0-based Insurance Website is selected as finalist in the Best Financial Services Website Category -

Dublin, Ireland, January 15th , 2009 – Kainos, ([www.kainos.com](http://www.kainos.com)) a leading IT consulting company, has today announced that its client, FBD Insurance plc, one of Ireland's largest and longest established insurance providers, has been selected as a finalist in the 2009 Digital Media Awards in the 'Best Financial Services Website' category.

The Digital Media Awards, now in their 7th year, continuously seek to recognise and reward excellence in the Digital Media Sector and this year the FBD Insurance website has caught the judge's eye for the Best Financial Services Website. FBD worked closely during 2008 with its IT Services partner, Kainos, to design and build a world class car insurance website using Web 2.0 technologies to enable a more dynamic customer web experience. The site fully integrates with FBD's administration, payment and documentation systems enabling a seamless buying experience for the customer.

The site went live on September 3rd, 2008, a mere four months after work began on the project and it has gone from strength to strength ever since exceeding all expectations in usage and customer satisfaction. FBD customers can now seamlessly self-serve on insurance quotations and products.

Brendan Hughes, FBD's eCommerce Manager explains, "We set out to produce a site that would reduce the number of steps a customer had to take to secure an online quotation and to make the experience intuitive, easy and quick. We surveyed and listened to our customers and the result is a fast, intuitive and efficient insurance website that our customers love." Brendan continues, "We are delighted that this attention to customer service has been recognised by the Digital Media Awards judging panel and we look forward to participating in a very exciting award ceremony."

FBD will compete for the coveted title against household names including AIB, Halifax, [itsyourmoney.ie](http://itsyourmoney.ie), the NIB website and the Straight Talking Online Bank at the black-tie gala dinner on the 13th of February in the Crowne Plaza Hotel, Santry, Dublin.

Far from resting on its laurels since the launch of the car insurance website, the blended team of FBD and Kainos consultants has now gone on to replicate that success by adding the self-service functionality to the FBD home insurance site. This highly interactive site, which is already generating business, enables customers to get home insurance quotes quickly and intuitively online. [www.fbd.ie/insurance/home-insurance/](http://www.fbd.ie/insurance/home-insurance/) went live last week on January 8th.

Liam Noone from Kainos has worked closely with FBD throughout this project and comments. "The very visible success of the FBD car insurance site has spurred the team into delivering that same enhanced customer experience to other parts of the business. Together we have a continuing ambitious plan for 2009 that has already seen the launch of the home insurance site and plans are afoot to deliver

additional functionality including on-line renewals of home and motor products, increased support for personalisation, as well as supporting new product offerings. We wish FBD every success on award finals night.”

#### About Kainos

Kainos designs and implements IT solutions that make businesses perform better. The company was founded in 1986 and is headquartered in Belfast with offices in Dublin, London and Gdansk. Kainos employs over 260 consultants and it prides itself on the quality of its people; client focused, reliable, dedicated and they understand how technology can be used to its best advantage. Kainos' customers include some of the biggest names in both private and public sector throughout the UK and Ireland, including AIB, the Audit Commission, Shipowners, Bank of Ireland, Hibernian, Northern Ireland Civil Service, the Information Commissioners Office and permanent tsb. For more information, see [www.kainos.com](http://www.kainos.com).

#### About FBD

FBD has 40 years insurance experience and has grown into one of the country's largest insurers with over 450,000 loyal and satisfied customers. With offices nationwide, telephone and online support, FBD's quality customer service is never more than a few steps away. For more information, visit [www.fbd.ie](http://www.fbd.ie).

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