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Creating transparency in the Canadian insurance market

2012-05-02

TEXT SIZE

InsureEye Inc. has introduced an online service intended to enhance transparency and provide consumers with a sneak peek at reviews for home, auto and life insurance.

Touted as a first in Canada, the independent and consumer-driven tool was rolled out in April. Beyond gaining access to more than 600 reviews for home, auto and life insurance, users will be able to see reviews of Canadian providers, notes a statement from InsureEye, a Canadian company that provides online analysis to help buyers manage their insurance.

The consumer reviews cover almost all Canadian insurers — including large, nationwide carriers and smaller regional providers — and their products.

Consumers can rate insurance companies on a scale of 1 to 5. Before publishing, consumer reviews are assessed by moderators to ensure the quality of the content, the company adds.

"We have created a service for consumers that changes the rules of the insurance game, providing a trusted tool to navigate the insurance space," company co-founders Dmitry Mityagin and Alexey Saltykov add in the statement.

The service is available at:

<https://tools.insureye.com/pct/rating>

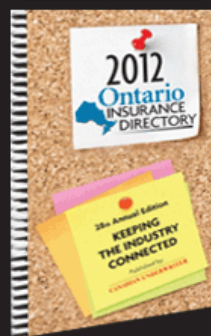
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