Le nouveau site web belairdirect.com : une expérience usager unique

Montreal, May 14, 2013

People looking for insurance solutions on the Internet can now enjoy completely updated and simplified content and an improved user experience, thanks to the user-friendly design of the all-new belairdirect.com website.

"Designed as a platform for virtual communication and service provision, this state-of-the-art website presents consumers with new and affordable insurance solutions combined with a real-time advisory service," said Imen Zitouni, Vice-President of Web Business at **belairdirect**. Intuitive and informative, the new website features more ergonomic navigation along with refreshed content about the insurer's products and services.

Responsive design

The new **belairdirect.com** is designed to be more adaptable to the needs of the growing proportion of consumers who use mobile devices to browse the web. A new, responsive design allows users to obtain an optimal experience no matter what interface they use to visit the site. Not only have the site's ergonomics been improved by adjusting content to the screen size of the user's device, but searches have been made easier by adapting to the context of use: someone using a smartphone to go to the site is more likely to be looking for a specific piece of information to fill an urgent need, compared to someone navigating on a tablet or computer.

"Publicis partnered with **belairdirect** to bring a fresh, consumer-driven approach to creating a new website from the ground up. The new **belairdirect.com** is user-friendly and intuitive, providing consumers with an enhanced online experience. The website is designed to empower Canadians with the confidence to make enlightened decisions when it comes to their unique insurance needs," said Jessica Balter, Account Director, of Publicis Modem.

Simplicity and accessibility

The world of insurance can seem complicated, so **belairdirect** has tailored its web content to what different types of customers might be wondering about, from students to young couples to established families. Carefully designed to reflect these groups' needs, the information, advice and tips are written in clear language that the general public can understand, to make it easier for these diverse users to find insurance information and policies online.

The new website launch is part of a larger digital strategy to revitalize **belairdirect**'s online personality. The company is creating a distinctive new virtual presence, offering closer contact and more flexibility to suit the user's environment, on **belairdirect.com** or on social media such as Facebook, Twitter, YouTube, LinkedIn and Google+. New tools and functionalities will be added to the site, including a search function and a blog.

belairdirect.com is optimised for the most popular browsers and platforms, including Chrome, Safari, Firefox, and Explorer 8 or newer.

About belairdirect

Founded in Quebec in 1955, **belairdirect** provides car and home insurance products directly to consumers. It currently employs more than 1,600 people. The company offers a simple but complete solution, allowing customers to communicate with an agent by phone, online or in person through its network of branches. **belairdirect** was the first property and casualty insurer in the world to sell car insurance products online (www.belairdirect.com), attesting to the company's innovative character. **belairdirect** is a subsidiary of Intact Financial Corporation, the largest provider of property and casualty insurance in Canada (TSX : IFC - www.intactfc.com). For more information, please visit www.belairdirect.com or follow **belairdirect** on Facebook, Instagram and Twitter.

---

https://salledepresse.intactfc.com/2013-05-14-Le-nouveau-site-web-belairdirect-com-une-experience-usager-unique