

# CCH Parliament

# Asteron Life Suncorp Group



## Summary

### Company profile

Name: **Asteron Life - Suncorp Group**  
Region: **Australia**  
Operation: **Life Insurance**  
Products: **Life insurance products**  
Employees: **15,000 – Suncorp Group**  
Website: **asteronlife.com.au**  
Revenue: **\$95B in assets – Suncorp Group**

### Asteron Life – innovating life insurance service and support

For 180 years Asteron Life has provided life risk specialist services and support for Australians with a 'positively different' approach to everything it does. It has recently focused on developing innovative products to meet adviser and customer needs, as well as tailoring service and support offerings to enable it to further differentiate its service.

### Challenge: delivering relevant and accurate parliamentary political commentary faster

The two-person technical services team for the Asteron Life division is responsible for keeping over 10,000 advisers in its network up to date with legislative and industry changes via the technical bulletin it includes in its monthly newsletter, Pulse.

The technical services team wanted to replace its existing political monitoring subscription to resolve issues with speed of delivery, ease of use, content coverage and expert credibility. If the team could confidently receive tailored content, written by subject matter experts – across a broad category of topics the adviser network needed – it could improve the sharing of content with its financial advice practice network.

### Solution: CCH Parliament delivers accurate, relevant content with expert insight

The technical services team at Asteron Life moved to CCH Parliament's Political Alert service to deliver a daily comprehensive online content source for political, government and legislative information.

**“** We felt very confident the expert writers behind the Political Alert topics were providing us with factual and easy to understand content. We were able to flexibly tailor our solution to focus on what was truly relevant for our advisers and combining this with fast delivery and expert credibility is a premium result.

**Gordon McNaught, Manager Technical Services at Asteron Life**

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Immediate benefits were evident according to Gordon McNaught, Manager Technical Services at Asteron Life.

*“ We were confident that we could achieve the same standard of content delivery with CCH Parliament and this has certainly been the case. We no longer need to filter the information we receive – now it is more accurate and relevant.*

**Gordon McNaught, Manager Technical Services at Asteron Life**

The team were already familiar with the powerful search capabilities and content quality courtesy of its use of the CCH IntelliConnect search engine.

**Benefits: rapid content delivery for its financial adviser network**

Now with Political Alert the technical services team can turn around relevant, easy to read content updates more quickly, enhancing its reputation of providing market-leading service and support.

*“ We know that we can rely on the content provided within Political Alert and when we integrate this into our Pulse newsletter our readers truly are up to date. The faster delivery of the content to us lets us improve the turnaround to our advisers. This process aligns with our overall corporate goals and it's backed by a level of customer service we haven't seen for some time. We truly appreciate this partnership-style approach.*

**Gordon McNaught, Manager Technical Services at Asteron Life**

**Key Benefits:**

- Delivers exceptionally relevant content
- Efficient delivery mechanism really matters
- Absolute accuracy provides reassurance for 10,000 life advisers

CONTACT US TO FIND OUT MORE



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