

CNP Assurances wins Gold at the Adwanted Research Awards 2025 for its Clear Language approach and hybrid customer research system

At the awards ceremony organised by The Media Leader FR on 10 June 2025, CNP Assurances was awarded the Gold Trophy at the Adwanted Research Awards 2025 (formerly "Research & Innovations Trophies") in the "Brand Value & Purpose" category for its goal to make insurance clear and easy. These awards recognise the market's most innovative initiatives in the field of insights for brands.

85% of French people believe that the complexity of terms and excess information in insurance policies are intentional (2024 Insurance Comprehension Survey – CNP Assurances).

This perception reflects an often insufficient understanding of insurance mechanisms and is detrimental to the necessary relationship of trust between the insured and insurer.

This observation prompted CNP Assurances to place at the heart of its corporate mission the goal of "making insurance clear and easy" in order to make it accessible to all. This goal is based on a company programme dedicated to the deployment of Clear Language editorial techniques in all the content generated by the company (contractual documents, letters, web pages, etc.).

This programme, a pillar of a cultural transformation, benefits from a number of initiatives (training in Clear Language techniques, a tool for measuring the level of clarity of content, a multi-year roadmap for rewriting, etc.).

Among these, a hybrid customer research system was deployed with the support of ENOV, a marketing and innovation research firm. This system makes it possible to document the need for clarity, identify priorities in terms of educational efforts and clarification of our content (thanks to an annual survey) and involve policyholders in the rewriting of key content (via an online community of 150 customers).

CNP Assurances' commitment to clarity is monitored through quantified indicators, particularly in terms of the level of clarity, with significant gains obtained, including on the most complex content (+24 points of clarity on the latest versions of the General Terms and Conditions for life insurance and borrower insurance products). Over 1.5 million plain language letters have been sent to customers since the start of 2025.

Isabelle Cerf

Head of Development, Customer Solutions and Services at CNP Assurances



"We are proud to receive this Gold Trophy at the Adwanted Research Awards for our approach to Clear Language and hybrid approach to customer studies. We share this satisfaction with Enov, who supports us over the long term in documenting this need for clarity and working with our customers on key documents. Above all, we are happy to help make insurance clear and accessible to our customers."

Marine de Bouchony

Head of Customer Experience at CNP Assurances



"This Gold Trophy recognises an approach rooted in the cross-functional efforts of all the CNP Assurances Group's business lines to improve the customer experience in an insurance world perceived as complex. This recognition reflects our constant desire to innovate to make it easier for our customers to access their policies."

About the CNP Assurances Group

The CNP Assurances Group is a property and personal insurer with more than 8,300 employees. It generated net profit of €1,582m in 2024. A subsidiary of La Banque Postale, the Group is no. 2 in property loan insurance and life insurance in France. It is the 5th largest insurer in Europe and the 3rd largest insurer in Brazil. Its solutions are distributed in 19 countries by various partners and insure more than 36 million people in personal insurance and protection, and 13 million in retirement savings. CNP Assurances is a responsible insurer and investor (over €400bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life paths.

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