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Citizens announces successful launch of new website

TALLAHASSEE, FL – Following months of development and testing, Citizens Property Insurance Corporation has successfully launched a new website that will benefit customers, agents and other stakeholders by providing an easier to use and more comprehensive gateway into the state’s insurer of last resort.

Launched February 1, the new site takes advantage of emerging technology and web design to provide a wider array of policy and corporate information. Among its new feature, the website contains a search function that will allow policyholders and agents to access critical information and more effectively manage their policies.

“The new website represents a major leap forward in Citizens’ ability to empower our customers and make it easier for everyone to quickly find the information they need,” said Christine Ashburn, Vice President for Communications, Legislative and External Affairs. “The improvements really put Citizens’ site among the industry’s top tier.”

The new website www.citizensfla.com has seen nearly 193,369 visits since its successful launch on February 1. Of those visits, approximately 21 percent are new and 79 percent are returning visitors, according to Google Analytics. Currently, more than 5,804 users have registered with the site, including 278 adjusters and 4,895 agents

The development team includes more than a dozen Citizens employees from across the company, bringing together a group that included personnel with expertise in information technology, communications, graphic design, consumer outreach and agent services.

“This dedicated team of professionals has created an excellent product that will benefit our policyholders and others for years to come,” said Chris Gardner, Chairman of Citizens Board of Governors. ”I applaud their efforts and thank them for their hard work.”

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In 2002, the Florida Legislature created Citizens Property Insurance Corporation (Citizens), a not-for-profit alternative insurer, whose public purpose is to provide insurance to, and serve the needs of, property owners who cannot find coverage in the private insurance market.

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