

Representing our customers in the House of Lords

24 Jul 2026



Putting customers at the heart of everything we do has driven our success over the last 30 years.

This week, our UK CEO Alistair Hargreaves attended a House of Lords evidence session to discuss consumer understanding and trust in the products we provide and whether the Consumer Duty regulation drives better customer outcomes.

During the session, Alistair highlighted how we use customer insights to evolve our products, customer communications and journey to help customers understand the value of our products. For example, we launched our Storm Hub which provides customers with tips on how to protect their homes ahead of a storm, outlines what our home insurance product covers and supports impacted customers to make a claim.

Our strengths in underwriting and claims and risk management have enabled us to enhance our products over the years, increasing cover limits for contents and theft from outbuildings, as well as reducing excesses for accidental damage and escape of water claims, while remaining incredibly competitive and delivering a good customer service.

For us, this includes proactively contacting customers to see whether they have been impacted by large scale unexpected events such as the conflict in the Middle East, ground movement and extreme weather to offer support and help them to make claims.

We have always sought to use data and technology to innovate and deliver better outcomes for customers and Alistair shared how we are embracing new technologies and tools to simplify

processes and speed up our ability to help people.

At the heart of the conversation was Admiral's purpose: helping more people to look after their future. Across the Group, we are committed to delivering on this promise and supporting even more people through some of life's most challenging moments.