

## **New consumer advice site launched**

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We might be hurtling towards a recession, but it's good to see a few hardy souls are still willing to launch businesses.

A new customer service website designed to aggregate information from home loan, health insurance and credit card providers has launched, and is claiming over 100,000 preliminary users.

HelpMeChoose.com.au asks users a series of questions based on what they are applying for – insurance or credit – and then displays the most appropriate offers based on the user's circumstances.

The big advantage, according to the company, is that product suggestions are unbiased, as HelpMeChoose.com.au is "not a broker, bank, or agent".

HelpMeChoose.com.au was started by Adir Shiffman, a doctor who left medical practice in 2000 to start customer experience consultancy Global Reviews.