

# Adding value to the Bancassurance Offer, Trends and Initiatives from an Assistance Company Perspective

Warsaw, 24th of October 2013



[www.europ-assistance.com](http://www.europ-assistance.com)

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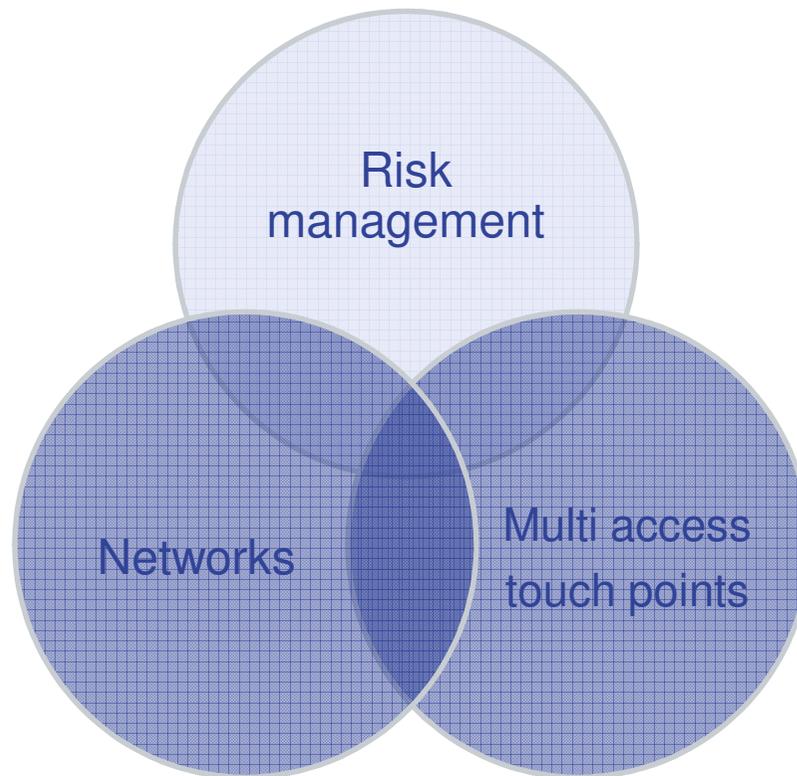
1. The Assistance Concept
2. Added Value for Bancassurance
3. Some innovative ideas



# 1. The Assistance Concept

# What are the core capabilities of an modern assistance company?

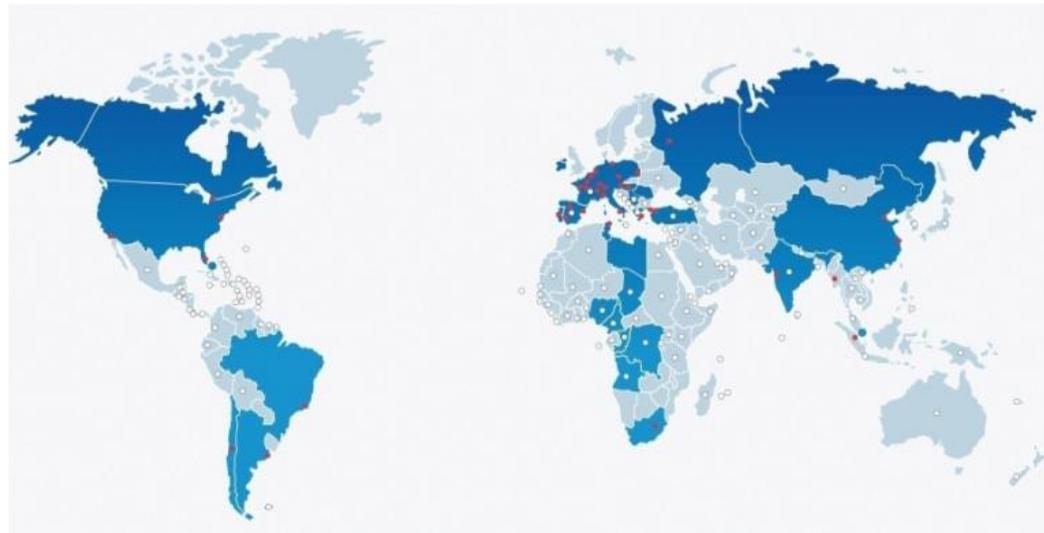
Assistance: the convergence and synergy of 3 items



Technology

# Assistance activity

## Its customer relationship management

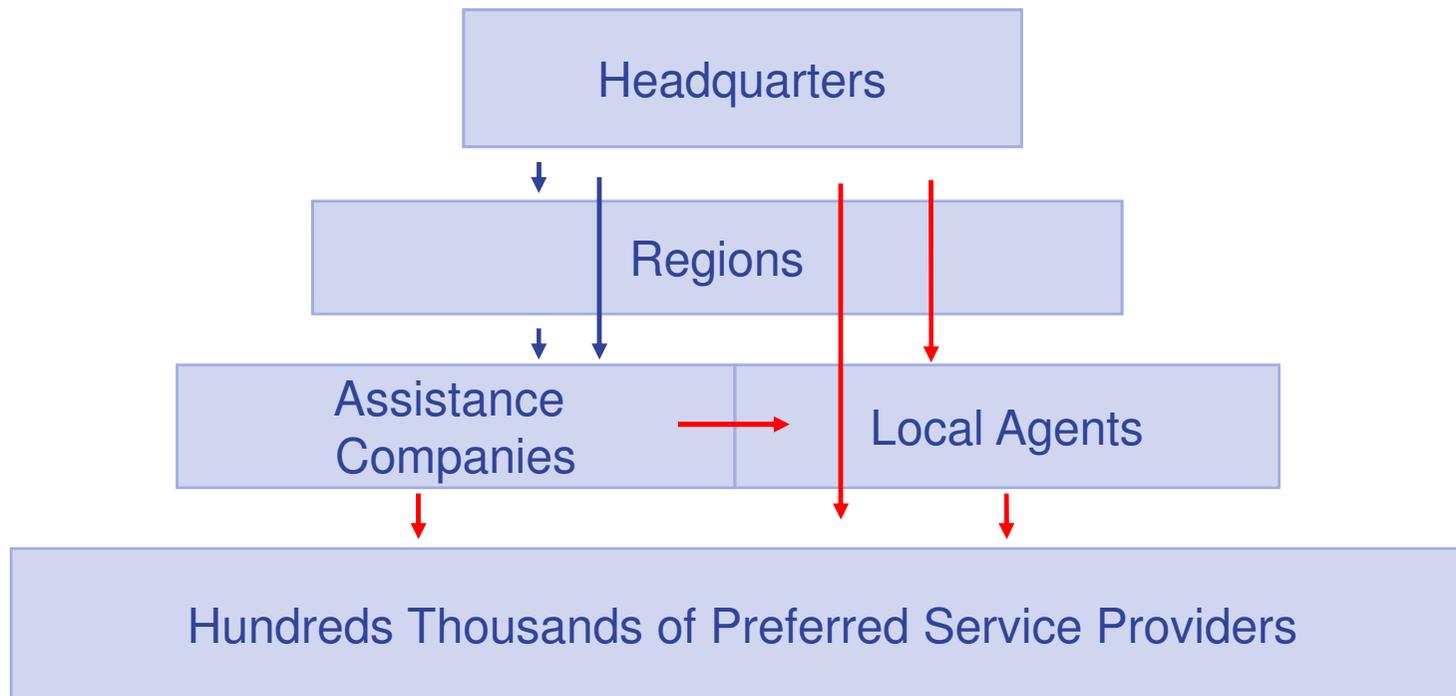


**Multiple assistance centers all over the world to tackle all the possible needs that may arise to a customer**

- Subsidiaries
- Customers assistance centres
- Correspondents' offices

# Travel assistance operational capabilities

A structured network to handle worldwide travel assistance



—→ Coordinate and Intl. Leadership + Service Support and Monitoring  
—→ Evaluation of needs, selection, negotiation and monitoring

# Assistance activity

## Its network diversity

### Travel

- Paramedics
- Private airlines
- Opticians
- Dentists
- Doctors
- Hospitals
- ...



### Automotive

- Breakdown service providers
- Tow-away service providers
- Car rental companies
- Chauffeurs, taxis
- Hotels
- Mechanics
- ...



### Health

- Hospitals and clinics
- Paramedics
- Specialists in assisting the elderly and dependent
- Healthcare professionals: GPs, specialists, nurses, physiotherapists, etc.
- Medical care professionals
- ...



### Home & Family

- Electricians, plumbers, glaziers
- Employment support agencies
- Building professionals
- Childcare agencies
- Specialists in family services
- ...



## Concierge Services



## 2. Added Value for Bancassurance

# Our Vision our your Environment

## Our Challenge

### Competitive & Market Environment

- Tough economic environment
- Low evolution re: Home & Automotive insurance development in mature markets
- New competitive channels (web...)

### Internal Environment

- High IT complexity
  - High product complexity
  - High security requirements
- } **Simple product design**

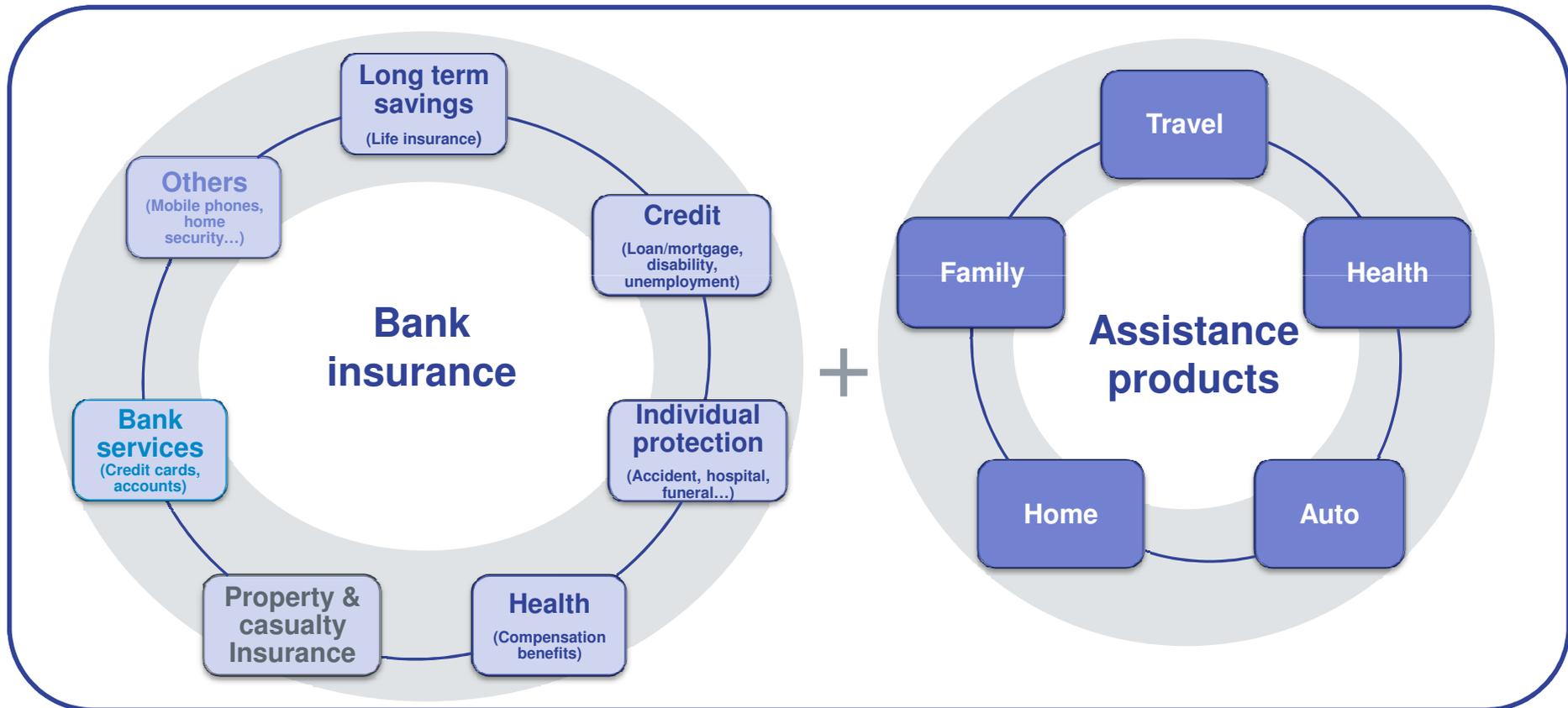
### Legal & compliance

- Solvency II / Basel III
- Increase of consumer protection regulations

### New customer behaviors

- New needs in the Health, Dependency area
  - Digital experience
  - Higher customer awareness re: benefits
- } **Reactivity & Innovation**

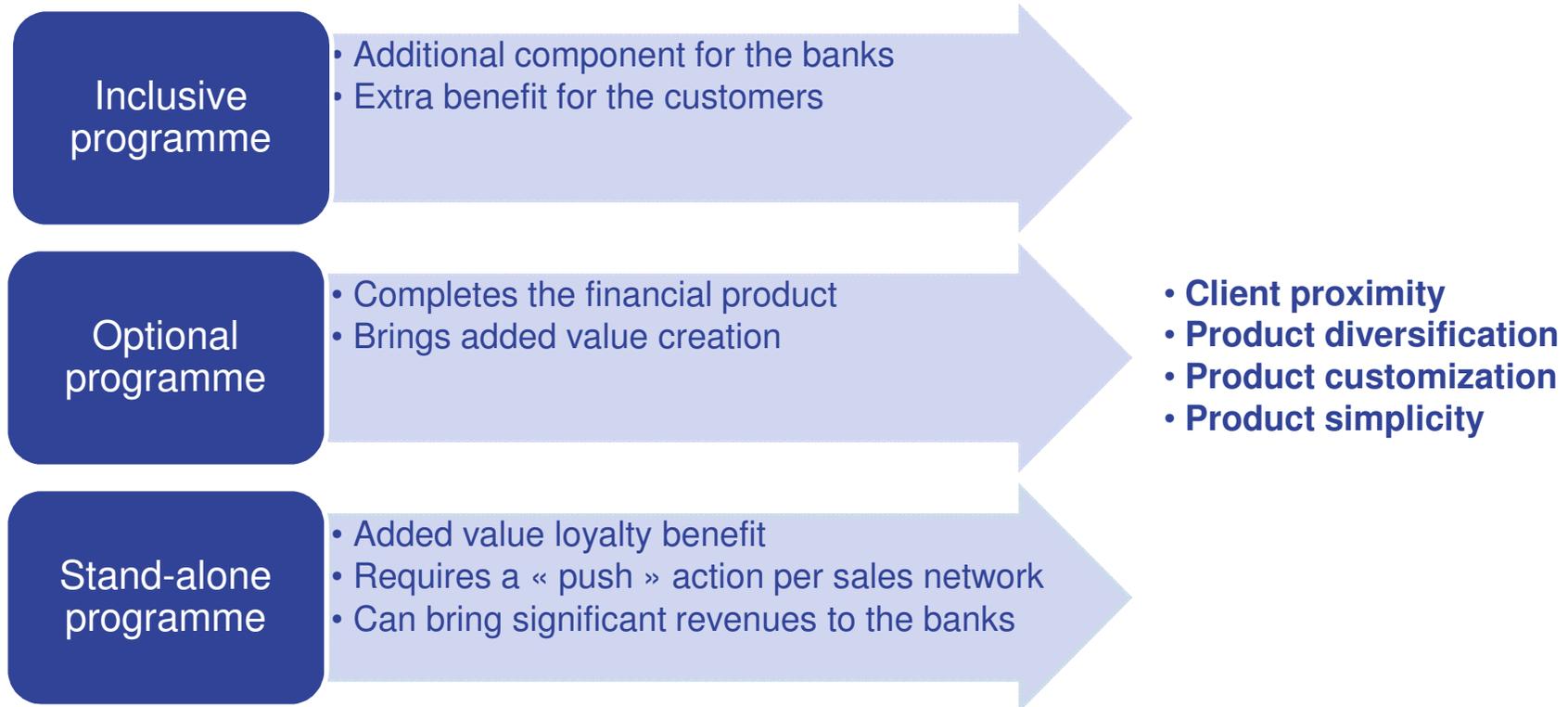
## Bancassurance families vs. Assistance business lines Their synergies



**Multiple choices to bundle and integrate the products**

# Distribution strategies

## A high flexibility





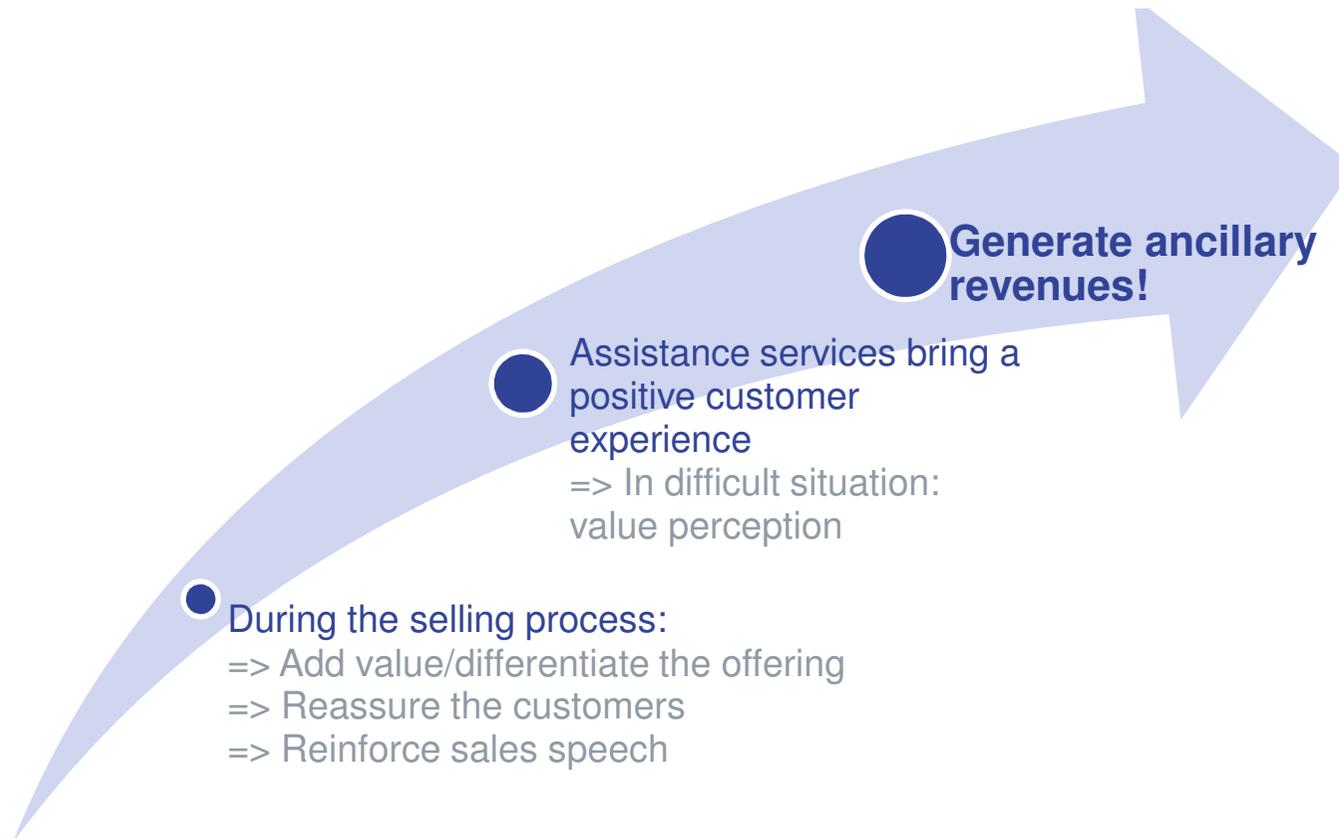
# Adding value to your bancassurance offer

## Examples

Bank drivers	Insurance drivers/riders	Assistance riders		
		Family	Affluent	SME
Bank services	Travel insurance Legal protection Credit protection	<b>Health, Travel, House or office, credit protection, concierge Services</b> 		
Financing	Credit protection Disability insurance Unemployment insurance Property & casualty	<b>Health and home care programs</b> 		
Investments	Life insurance Health protection	<b>Prevention – Rehabilitation - Care – Post Care</b> 		
Individual protection	Life insurance Health protection Disability insurance Funeral insurance	<b>Prevention – Rehabilitation – Home care programs – Post Care - Funeral assistance</b> 		
	Property & casualty (stand-alone)	<b>Health, Travel Home or Office and automotive</b> 		

## Traditional value of Assistance

### Leverage the value of your Bancassurance offering



## New value lever to the bancassurance

### More integration

		Levers	Impacts for Bancassurance
Cost reduction	Claims costs	Open insurance claims simultaneously to the assistance file	Higher Customer Service & Lower claims cost management
	Assistance costs	Lever on new technology touch points	Lower Assistance claims management cost
Revenue increase	Customer experience	Better reactivity to adapt offering	Lower product launch cost
	Additional sales	Use Assistance request to trigger new sales	Additional revenues
		New differentiated offerings	Additional revenues

### 3. Some innovative ideas

# Focus on Rehabilitation Management

## Cornerstones Description

„Rehabilitation management covers the planning and assistance of processes in order to accomplish the purpose of efficient and effective patient care.“

Life & Accident

### Medical Rehabilitation

- Coordination of therapists and doctors
- Assistance to patients and their relatives
- Organization and assistance to therapeutic interventions
- Psychological care
- Support in care matters
- Support management (health insurances, social security institutions, ...)
- In case of disability: reintegration into social life, care services for invalid reconstruction of accommodations and vehicles, contact to organisations and self-support-groups

### Social Rehabilitation

### Occupational Rehabilitation

- Approaching the employer (safeguarding of jobs)
- Reintegration into professional life
- Occupational coaching and –diagnostics
- Educational management
- Measures of retraining
- Job assistance



# Stop&Go

## Its concept

« A Premium roadside assistance service that delivers the Rental Car Directly with the pick up truck »

A true customer benefit

A competitive differentiator



# Stop&Go

A marketing opportunity

## Current offering

## Stop&GO

<b>Silver</b>	Towing, On site repair, Rental Car 7 days	20 €	<b>Light</b>	Towing, On site repair, Hotel	15 €	↑ Attract new customers= Increase Penetration rate
<b>Gold</b>	Towing, On site repair, Hotel, Rental Car 30 days	35 €	<b>Medium</b>	Formula <i>Light</i> plus: + rental Car 30 days + Assistance to Passagers + Technical	35 €	
			<b>Top</b>	Formula <i>Medium</i> plus <i>Stop &amp; Go</i>	55 €	↑ Increase basket & Satisfaction

## More Integration: Home Repair Services

Home Repair Services is a service to repair the damages in private houses or offices. Upon request of the insured, the repair will be performed by using the regional technical network.



- Plumbing
- Sanitary installaton damage assessment
- Wall and floor tile reparation re: sanitary reparations
- Painting, wall paper, papier mache, plaster mold...
- Parquet reparation and polish
- Furniture and woodwork repair
- Carpet cleaning and change
- General cleaning and drying services



- Claim notification,
- Expert evaluation and reporting,
- Emergency aid for houses
- Industrial reparations

Customer Satisfaction  
(Service period)  
(quality)

Cost saving  
To assess the  
damage and its cost

For insurance  
company: labour and  
time saving

# New product IT Assistance



„ A multi-level IT assistance – via phone - that can be embedded to Bank services, Financing services and Property & casualty products.“

## Level 1

- PC and notebook assistance
- Configuration control and expertise
- Information and advice about components
- General PC usage support.

## Level 2

- Level 1
- Remote access to client's computer to apply the support directly on the client's PC

## Level 3

- Level 1 + Level 2
- Repair on the spot

## Level 4

- Level 1 + Level 2 + Level 3
- Individual solutions for the client

# Identity Theft Protection

## Description of its cornerstones

„An identity theft program provides protection from all types of identity theft including Social Security fraud, online fraud and bank fraud.“

Credit cards, bank  
accounts or stand-alone

### Prevention

- 24/7 access
- Prevention advice
- ID theft education
- Opt out services

### Monitoring

- Credit monitoring
- Bureaus credit monitoring (if applicable)
- Public records monitoring
- Identity tracking
- E-reputation
- Banking fraud monitoring

### Resolution

- In case of Identity Theft:
- Charge dispute
- Card replacement
- Fraud resolution with creditors or banks
- Cash advance

# Automotive App Solution



**Roadside Assistance**



**Maintenance Calendar**



**Useful Numbers**



**First Aid**



**Point of Interest**



**Locator**

## Automotive App Solution



# The new frontier

## Black box and insurance services



- **Black box** installation phase
- Quality checks by EA garages

- Medical assistance
- Roadside assistance covered and automated
- **Routing to authorized body shops by improving EA truck automatization**

- **Assistance to claim form compilation**
- Acquisition of crash reconstruction data
- Crash diagram

- **Car replacement** provided in the agreed garage
- **Pick up and delivery car repaired**
- **App. with e-claim trekking**

- After Event actions

- ❑ **Proactive EA role towards agreed garage**
- ❑ **Co-management: multi- skill and preferred EA Network Providers**
- ❑ **Synergies to find in term of network**

- ❑ **Official role of EA provider: direct app connection with claim center**
- ❑ **Post-crash film and investigation**

- ❑ **Car replacement cost controlled**
- ❑ **Customer satisfaction improvement**



Thank You