



**Press Release / For immediate release**  
Redhill, 4<sup>th</sup> December 2008

## **AXA Assistance succeed in the crisis exercise**

On Wednesday 17th September, AXA Assistance UK Ltd crisis team has been awarded the First Degree for the Certification of AXA Assistance Crisis Management Program.

The purpose of this exercise is for all of the AXA Assistance Group offices to be prepared should a serious event occur such as terrorism or social crisis (e.g. outbreak of bird flu) and be able to react and respond in the most appropriate way.

The feedback given by General Delort, who is responsible for AXA Assistance Group Crisis Management, to Jesus Carmona, CEO of AXA Assistance UK Ltd, was more than positive on the response by the crisis team. Since 2006 AXA Assistance has participated to these exercises and once again this year the company has proven to its clients, partners and customers that it is prepared and capable to manage crisis situations.

### **A very effective answer to a complex situation**

The scenario was the following: a violent storm “Hurricane Ivan” hit the whole of the western part of the country. Immediately, the crisis cell - including operational, communication, logistical and decision-making representatives - was activated. Put under high pressure, they had to deal with a significant number of incidents as a result of the severe weather providing assistance to the many customers or staff affected. The company had to use its medical, property and motor networks and deploy medical teams to various locations in the UK.

A room within the building in Redhill, was purposely set up as “crisis cell”: large maps on the walls, PC's, faxes, printers and telephones. An animation team was also created to deliver the various events and play the role of customers, injured people or even “TV interview” team which came to the premises to enquire some details about the crisis situation.

### **AXA Assistance UK confident in the expertise of its crisis team**

Jesus Carmona said the crisis team worked well together using their experience to deal with and resolve the various challenges given to them. *“...everyone did an excellent job and showed true professionalism in all their roles whilst dealing with lots of difficult situations under pressure. AXA Assistance partners and clients should feel confident in our capacity to react to such serious situations. This kind of exercise is essential for companies such ours that deal with emergency matters and our team has shown once again that AXA Assistance is ready to assist every customer faced with such a crisis in a most effective way.”*

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## About AXA Assistance UK Ltd

In the UK, AXA Assistance has offered a wide range of assistance services since 1976 for a variety of international and national organisations such as insurance brokers, health and pharmaceutical entities, motor manufacturers, insurance companies, bank companies, etc. Its 24/7/365 services centres are operated from 2 offices – one in the UK and one in the Ireland - by more than 450 coordinators entirely dedicated to deliver high quality services to customers. AXA Assistance aims to develop flexible and tailor made solutions to better suit customers' needs and moreover can help retain customer loyalty. For more information on AXA Assistance UK Ltd please visit: [www.axa-assistance.co.uk](http://www.axa-assistance.co.uk)

AXA Assistance is headquartered in Paris, France and is a wholly owned subsidiary of AXA, one of the world's largest insurance groups. AXA Assistance, founded in 1959 was one of the first assistance companies to open its doors. For more information on AXA Assistance please visit: [www.axa-assistance.com](http://www.axa-assistance.com)

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