

AXA Assistance

PRESS RELEASE

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Brokers and AXA Assistance, together, face an era of digital disruption

- Our industry is experiencing a seismic shift as consumers demand relevant, personalised insurance products enabled by digital development
- Assistance services, not insurance, set to lead the way in forging customer relationships
- AXA Assistance invests in new digital tools, to help brokers prepare for the future of the connected car and connected home
- To support brokers, as well as work with start-ups who are entering the market, AXA Assistance is recruiting a dedicated Innovation Manager

Significant challenge

As the insurance industry confronts one of the biggest changes it has faced in its history, with the emergence of the IoT (Internet of Things), connected devices and market disruption, AXA Assistance highlights continued plans to invest in digital innovation, to assist brokers in this changing landscape.

Changing consumer need

As brokers adjust to consumers demanding increasingly immediate and online services, AXA Assistance is working with them to develop helpful tools that can be white-labelled, which is indicative of their continued commitment to the broker market, as well as providing an enhanced claims experience for their customers.

Digital tools

Responding to this need, AXA Assistance has recently launched *TrackMyRescue*; a new, hosted solution utilising Google Maps technology, that enables customers to track their roadside assistance service, giving them unprecedented understanding of the exact location of their breakdown operator - and the estimated time of arrival.

Additionally, to complement their Home Emergency offering, AXA Assistance has developed an *'interactive house'* that allows brokers, and their customers, to check their policy cover - by navigating the various rooms and perils within the home. Both innovations will be showcased at the event.

Investment

Demonstrating further plans to invest in innovation, and to be a digital leader in the assistance sector, AXA Assistance is recruiting a newly created role of Innovation Manager; even the recruitment for this role is innovative, using video and WhatsApp, rather than standard techniques.

AXA Assistance is uniquely placed...

Kelly Ward, Sales and Marketing Director at AXA Assistance said:

“With ever-evolving digital customer needs, it is has never been more crucial for businesses to keep abreast of digital advances. We are dedicated to continue providing brokers, and their customers, with digital tools to better suit the products and services consumers are now demanding. Working together, we are well placed to design and deliver the products and services that are needed for a more digitalised forward-looking insurance industry; we are therefore really excited at the prospect of employing a dedicated Innovation Manager, who will play a crucial part in the digital revolution.”

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About AXA Assistance

AXA Assistance is among the world leaders in providing assistance, with near 1.5 billion euros annual revenue, 25.2 million euro underlying earnings and 10.8 million handled files in 2015. Wholly-owned by the AXA Group, AXA Assistance is the global assistance specialist provider in Automotive, Travel, Home, Health and Life Care Services.

Its 8,557 people are located in 34 countries and do business in over 200 countries. They support their partners and look after their customers by providing best-in-class solutions beyond immediate situations, anywhere, anytime.

For more information: www.axa-assistance.com