

AXA Assistance

PRESS RELEASE

10 MAY 2017

AXA ASSISTANCE: THE FUTURE IS CONNECTED #BIBA 2017

At this year's BIBA, AXA Assistance will be discussing the role of technology in providing connected assistance to brokers and their customers. The power of the internet of things is at the industry's finger tips and needs to be utilised to meet changing needs; with consumers now looking for assistance to be quick, easy and connected to their devices.

There are an estimated 15bn connected devices today; this is estimated to reach 50bn by 2020. AXA Assistance is investing in innovative, connected solutions through partnerships with Start-ups and established technology leaders alike. It is harnessing innovative technology to embed assistance into sensors within the home; telematics technology to provide a proactive breakdown service - and big data capabilities.

New technology

Within the home, AXA Assistance is looking at an end-to-end assistance solution for consumers, which will harness the power of the Smart Home. Utilising sensors around the property that talk to connected devices, AXA Assistance sees a future platform, which handles the automatic detection of water leaks, heating failure or break-ins; sending notifications to the owner, authorities, and the insurer. This will deliver immediate peace of mind to the consumer, by deploying trusted tradespeople, fixing the emergency and/or securing the home.

Initially, the company is building a home emergency claims management App, that will allow customers to track their claim and instantly manage their expectations, without the need to phone a call centre.

Telematics is not broadly considered new technology, but the availability and applications of the data is now stepping into a new frontier, through intelligent vehicles, OBDII devices and mobile phone Apps. AXA Assistance launched *Trackmyrescue* in 2016, using pinpoint technology to find drivers who have broken down, much more quickly and efficiently - and as vehicle technology improves, the process of fixing the issue is also shortened, through on-board diagnostics.

This technology and two-way communication means that, areas that might be faltering within the vehicle, can be highlighted before they become issues and the provision of a proactive assistance service. As cars move further towards autonomous, AXA Assistance is developing its offer to be future ready and integrated into the communications of a Smart city.

Meeting customer expectations

Kelly Ward, Sales & Marketing Director, "This investment by AXA Assistance will enable us to proactively track, measure and respond to customer behaviour, expectations and deal with the situation almost immediately. We're engaging with customers throughout their experience, of what are often trying situations, to remove as much of the burden as possible and provide a transparent and straight-forward service.

"We already have a fleet of experienced tradespeople that work tirelessly to solve every issue for our customers, and results in AXA Assistance being the first choice in emergency cover for motor and home. We're now leading the way in developing technology to further support this excellent level of customer service."

You can experience how AXA Assistance sees the future of assistance, via Virtual Reality, on stand G34

-ENDS-

About AXA Assistance

AXA Assistance is among the world leaders in providing assistance, with near 1.5 billion euros annual revenue 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.co.uk

PRESS ENQUIRIES TO: Sarah Bryan, Head of Marketing: sarah.bryan@axa-assistance.co.uk