

AmTrust Travel App Support

How travel apps are changing the way brokers interact with clients

Our broker audience tell us they are always looking for efficient, hassle-free ways to add value to customers and make it easier to sell and retain Group Travel Insurance policies. We're also aware that the unpredictability of the modern world has increased customer demand for assurance, information and responsiveness – which can often be difficult for brokers to manage.

Whether you're taking care of micro-businesses or larger operations, nothing is more important to us than providing a service which puts you and your customers in a stronger position.

This is exactly why AmTrust Underwriting Limited offers a mobile app for brokers and their customers to leverage. This intelligent app makes it easier for customers to travel safely and for brokers to sell and manage policies by championing seamless information sharing. It's an effortless way to add value to the supply chain and is available now for brokers to offer as part of your standard service. It's free of charge to you and the Policyholder when they purchase an AmTrust Group Travel policy.

Who is the app for?

End users - The app can be used and administered by the end user - be it employee, director or business owner. It essentially becomes their ultimate travel safety companion, storing travel and medical documents, providing up-to-date travel information and real-time alerts. If something happens, help is at hand at the touch of a button.

Users can call the claims team via the app so no separate insurance documents need to be stored and there is even a Mayday Alert button in the event of a hostile distress situation.

HR Managers and Risk Managers - But its fantastic benefits extend much further. HR Managers and Risk Managers can encourage app use to bolster their safeguarding commitments and ensure that employees are armed with the necessary information to navigate travel independently. As a broker, you can promote this to HR and Risk Managers who in turn can educate their employees.

The app contains a 'Travel Angel' section which provides a bite-sized training facility on safety whilst travelling. At the end of the training a certificate is created which can be sent to the HR/Risk Manager to evidence their Duty of Care to their travelling employees.

And of course, brokers - The app can also be an essential tool for brokers, by providing risk management information to travellers – either directly to the end user or via an HR or Risk Manager. The app makes it possible for you to simultaneously provide proactive advice and added-value customer service while saving everybody time.

The app does the heavy lifting for you, storing all risk management information the traveller needs and sending real-time alerts. This reduces the amount of people in the supply chain and adds significant value to your offering as a broker, making it easier to sell policies and keep customers on board.

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The important part is building the app into your offering at the earliest opportunity. As well as helping you to empower travellers and enhance your service, it's a great marketing tool for encouraging uptake and the cost of the app is met by AmTrust Underwriting so it's a great way to enhance your service at no cost to you.

How does it work?

When a customer takes out a policy, they can download the app to their smartphone. Once downloaded, an account can be created using the policy number provided for their Group Travel Insurance. From here they can view and manage alerts, country profiles, pre-trip advice, documents and emergency assistance:

- Real-time alerts on breaking news – terrorism, natural disaster, health
- Country profiles – risk maps, culture, medical coverage, accessibility
- Up-to-date travel information and real-time advice
- Stores all documents digitally – policies, medical records, passports
- Mayday button for emergencies and 24/7 support

Consider the example of a terrorist attack in a country where your insured traveller is staying. The app will deliver live notifications direct to the end user's device, including information about advised next steps, travel updates and ways to protect themselves.

Some more great benefits for brokers:

The app gets risk management information out there quickly and seamlessly, benefitting brokers in the following ways:

- Makes policies and communications easier to share and manage
- Bolsters your image to current and prospective customers
- Improves relationships with customers and increases loyalty
- Aids competitiveness by providing live information
- Adds value across the entire supply chain

As a broker, you'll also get this information which can be passed to your in-house claims team for preparation, or an account handler could even proactively speak to your client with specific advice.

There's also real-time emergency assistance in the form of a Mayday Alert button, which if pressed can capture 10 seconds of audio and images and email that directly to a predetermined recipient. With business travellers a target for carjacking and kidnapping in many places across the world, such a feature can be a real plus.

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A.M. Best rating of “A-”
(Excellent) FSC “XV”

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