

The Rules for Affinity Products - Brochure

The point of affinity insurance

Affinity insurance is supplemental insurance that companies offer their customers and that is taken out at the time of purchase of a consumer good or a specific event. This optional coverage can be taken out by the end customer or covered in full by a company that wants to offer it as a free gift to its customers.

There are many real-world examples of this insurance:

coverage of a high-tech product against breakage, breakdown or theft ;
coverage of a household appliance against breakage during transportation, installation and use ;
cancellation or repatriation insurance ;
breakdown, flat tire and deductible buy-back coverage for a car, and the list goes on.

Affinity insurance encompasses multiple fields of work: insurance, of course, but also marketing, digital technologies and customer relationship management. As a result, for your affinity insurance project to be a success, you need a broker proficient in all of these areas of expertise. We specialize in affinity insurance. Our trademark service involves providing guidance to you all along your affinity insurance value chain, to help you create a product portfolio that is effective, customized and disruptive.

A custom design for your affinity insurance

Our expertise in affinity insurance lets us work with you to design affinity insurance tailored to your products, your customers and your goals.

Needs definition and co-creation: We conduct market research before recommending attractive, competitive options perfectly in line with your strategy;

Set-up: We work with you to define the most profitable sales strategy and business model for you;

Placement with insurers: We handle the selection of optimal insurer proposals in terms of rates and coverage;

Customer journey creation: We create a smooth, efficient, easy-to-use process for your customers;

IT integration: Our digital enrollment path will easily integrate with your information system.

Fast, effective marketing for your affinity insurance

A high-quality rollout of your affinity portfolio is essential to the success of your project. You can confidently put your trust in our team of experts.

Training for your teams: We train and motivate your sales forces, thanks to a comprehensive

package tailored to your needs;

Support for your teams: We provide a dedicated hotline and email address to keep in touch with them;

Information for your customers: We develop clear, attractive communication materials to give your customers all of the contractual and commercial information they need;

Short lead times: We set up all of the above with optimized lead times.