

# Innovation through Insurance

## MAPFRE ABRAXAS



**Awarded - UK Motor Industry Company of the Year 2009**  
**By - Institute of Transport Management**

**MAPFRE is the leading Spanish insurance company, with a presence in 45 countries, specialised in the insurance, reinsurance and assistance markets in Latin America, where the Group is the leading Non-life insurer. MAPFRE has more than 34,600 employees and over 13 million customers throughout the world. In the first half of 2009, it recorded a net result of over EUR 10,000 million with EUR 530 million revenues**



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**MAPFRE ASISTENCIA offers its services through an Interconnected International Network of specialist providers**  
**It's international network is a human structure boasting technological features and services which enable it to reach any part of the world:**

- **40 subsidiaries covering Europe, America, Asia & Africa**
- **35 24-hour assistance centres**
- **Over 2,000 multilingual operators**
- **240 agents specialising in the car sector**
- **Over 15,000 collaborating dealerships**
- **315,000 healthcare providers**
- **32,000 outlets offering automobile technical services**
- **120,000 mobile units offering technical assistance**
- **More than 9,200 home repair professionals**



## Added Extras – Not Just Ins

- **GAP**
- **PPI**
- **Credit Protect**
- **Warranty & Guarantee Schemes**
- **Mishap Protection**
- **MOT & Tyre Insurance**
- **Telemarketing & Resolicitation**



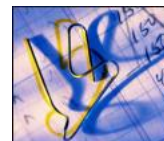
**Insurance Web site**



**Needs & Demands System**



**Web Based Training**



**F & I Control Logs**



**Training Diary**



**Complaints Database**

## Compliance Solutions & Travel Insurance

**FSA Help Desk**

**TCF Reporting**

**AR Network**



**Increase revenues and Brand Stretch**



**Tailor Made Products**



**Claims Handling and Assistance**



**Online and Telesales, E-solve**




**Integrated CRM**



**Travel Protect**

Added Extras – Not Just

- 
- **Committed to providing quality products, administration and service.**
  - **High levels of Customer Service and our Client Retention**
  - **Established partnerships with both Manufacturers and major Dealer Groups**

- 
- **Global Reputation**
  - **Financial Stability**
  - **Business Principles**
  - **Customer Service**
  - **Research & Development**
  - **Claims Handling**
  - **Account Management**
  - **Training**

# Current Clients

FINANCIAL  
SERVICES



Ancaster



BROOKLYN MOTORS PLC



LODERS  
MOTOR GROUP

rybrook



WR  
davies  
MOTOR GROUP

Number  
Stoneacre  
Motor Group

Financial Services

INSURANCE



Pendragon PLC



Listers  
group.co.uk

Motorline



PORSCHE



VOLVO

Volvo Car Finance

H.R. OWEN  
TRADITION OF EXCELLENCE



Helston Garages Group

The Westover Group



1Lookers

DAIMLERCHRYSLER



## Resolicitation & Telemarketing

### Why did we chose this route to market?

- **Additional /Incremental Profit stream for our dealer partners**
- **Compliant solution for sales**
- **Competition Commission Report & Regulation**
- **Current economic climate**



## Resolicitation & Telemarketing

**What campaigns do we currently run and why?**

- **Resolicitation Campaigns for GAP and PPI**
- **Telemarketing Campaigns for GAP and PPI**



## Resolicitation & Telemarketing

**How did we achieve this and what process was used?**

- **Management Focus**
- **Dialler Strategy**
- **Training**
- **Script Optimisation**
- **Alternative contact ie. SMS**
- **Call Backs**
- **Answerphones**
- **Resourcing**
- **Shift patterns**



## Resolicitation & Telemarketing

### Key areas

- **Quality of data**
- **Technology**
- **Quality of people**
- **MI Reports**



## Resolicitation & Telemarketing

**Has it been a success?**

**Sales have risen month on month since the beginning of the year**

**Decision Maker contact has risen – quality of data**

**Sales per contact has risen four-fold since the start of the year**

