

Providing solutions in the fast moving technology sectors

In recognition of the tremendous growth of the consumer electronics and telecommunications industry, Marsh is demonstrating commitment to the sector with the creation of the Consumer Electronics Practice Team within our Affinity Practice structure.

What our service can deliver

- Design, implementation and management of branded insurance programmes for mobiles and other gadgets
- Revenue generation
- Claim mitigation

Improved brand value

As the wireless revolution continues to create huge challenges and opportunities to the businesses that operate within it, Marsh's Affinity Practice is continuously analysing real issues, such as churn management and loyalty programme implementation, and measuring their impact.

We have created solutions that provide sustainable and measurable positive financial impact on companies both in terms of revenue generation and churn mitigation.

The Consumer Electronics Practice Team operates as a Pan-European business based on a talented central group of consultants backed up by over 800 colleagues operating in 20 countries.

In addition to our Affinity colleagues, we also work in tandem with the Marsh Info.Com team – a specialist resource group of consultants who have detailed expertise in the consumer electronics and telecommunications sector who operate both across Europe and the range of MMC companies.

Our accumulation of knowledge in the telecoms and electronics sectors is derived from actual experience of working with affinity programmes ranging from the creation of bespoke insurance programmes to acting as programme administrators.

We have experience of developing insurance programmes across a range of territories both in Europe and across the world, and are one of Europe's leading independent specialists in the design, implementation and management of branded insurance programmes for a wide range of blue chip brands.

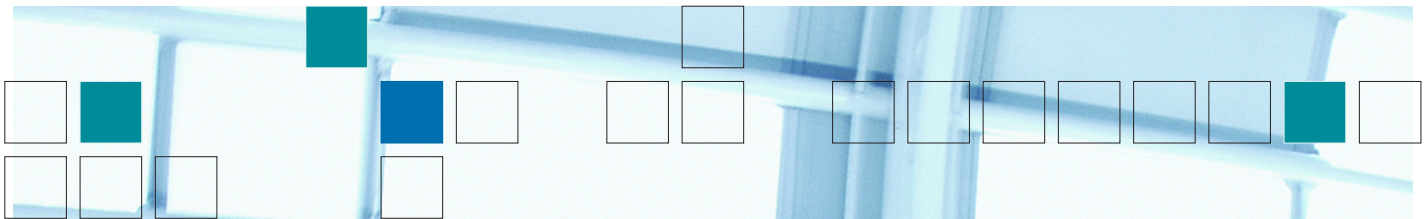
Keeping your customers connected

The affinity insurance business primarily administers insurance policies on mobile communication devices, although in recent times with the advance in handheld and wireless technology we now cover other gadgets such as PDAs, laptops, game consoles, MP3 and MP4 multimedia players, digital imaging equipment – in fact most of today's valuable 'must have' gadgets.

Responding to feedback from clients, rising ownership of personal technology items and increasing requests for modern and relevant products, our Affinity Practice has developed and deployed Mobile Asset Protection insurance.

Personnel managed by Marsh and working in a call centre environment undertake the administration of customer insurance policies.

This is a volume operation with policies in the millions and device claims and fulfilments (replacement or repair) in the hundreds of thousands.



Administration includes

- The creation of customer and policy details, either loaded or keyed directly into the system. This can come from a number of channels in different formats, including encrypted automated file transfer protocols, to batch collected application forms.
- Administration of the customer / policy and insured items where customers change address and upgrade the insured items.
- Administration of claims, capturing details, claim assessment and either declining or accepting the claim. Checking handset asset details and claim details against a base to highlight potential fraudulent claims.
- Replacing the insured item or arranging for repair. Interfacing with logistic providers using real-time stock checking and order placement, tracking replacement and reconciling associated invoices to allocate claim costs

- Production of policy, claim, premium, order and other associated documentation.
- Management information and on-line analysis for reporting to the client and internally for management of resources.

Example structure of the handset insurance programme

At the top of the telecoms model is the client; this could be a network, a retailer or reseller.

Their customers are of different types (e.g. private individuals, SME, corporate etc) and may have many different insurance policies.

A scheme or product is what the consumer is purchasing; the right to this scheme is defined as the policy, and thus policies encapsulate the attributes of the scheme.

A scheme will have numerous different attributes related to the type of item or items that can be covered, the method of payment and duration, the rules or conditions where the policy can be claimed on, the fulfilment / replacement rules. Some policyholders can own a number of products being insured.

As such the system supporting the handset business must be able to group those policyholders together as well as maintain individual policy details.

Additionally, it must be capable of holding historical data so that reports can be produced on policy details either by handset or by policyholder.

Policyholders may ring in to the call centre to make a claim. When a claim is received, the call centre user is required to record all details on the system before validating its acceptance or refusal.

Accepting such a claim sets in motion a number of activities to organise and execute the handsets replacement or its repair.

About Marsh

Marsh, the world's leading risk and insurance services firm, has 26,000 employees and annual revenues approaching \$5 billion. The firm provides advice and transactional capabilities to clients in over 100 countries. Marsh is a unit of Marsh & McLennan Companies (MMC), a global professional services firm with approximately 55,000 employees and approximately \$12 billion of annual revenues. MMC also is the parent company of Guy Carpenter, Kroll and Mercer.

Want to know more?

Further information and contact points are available at

www.marsh.co.uk/affinity

The information contained in this publication provides only a general overview of subjects covered, is not intended to be taken as advice regarding any individual situation and should not be relied upon as such. Insureds should consult their insurance and legal advisors with respect to individual coverage issues.

This document or any portion of the information it contains may not be copied or reproduced in any form without the permission of Marsh Ltd, except that clients of Marsh need not obtain such permission when using this report for their internal purposes.

Marsh Ltd is authorised and regulated by the Financial Services Authority

© Copyright 2007 Marsh Ltd All rights reserved

Marsh Ltd
Affinity Practice
Tower Place, London EC3R 5BU

Registered number: 1507274
Registered office: 1 Tower Place West,
Tower Place, London EC3R 5BU