

Date: 5.4.2018

Publication: Outlook Money

Page no: 19

Edition: National

### **Bajaj Allianz Offers Missed Call Facility For Travel Insurance**

Private general insurer Bajaj Allianz General Insurance has introduced a missed call facility for its travel insurance customers. The company is the first in the insurance industry to extend such a service, where customers can receive comprehensive assistance and information while abroad.

The objective behind the launch is to provide "prompt and relevant assistance in times of need", according to a spokesperson from the company. The missed call facility will initially be available in English and Hindi.

"We are always exploring avenues to enhance customer engagement and provide them instant insurance solutions," said Sasikumar Adidamu, Chief Technical Officer, Bajaj Allianz General Insurance. "This missed call facility is a step towards being there for the customer when they need us the most, and provide them with immediate assistance to solve major causes of concern while travelling overseas." ■

