

## Bajaj Allianz General Insurance launches #TweetInsurance

- *An industry first initiative leveraging Twitter's real time platform to offer instant services to customers as well as non-customers*

**Pune, 23<sup>rd</sup> May, 2016:** Bajaj Allianz General Insurance has launched, industry's first Twitter based insurance platform called **#TweetInsurance**. In line with the company's focus on harnessing the power of digital technology to provide hassle-free customer experience, this first-of-its-kind innovation promises customer centricity and services like never before. This innovative platform aims to offer convenience to company's customers and non-customers alike in getting insurance information and services instantly by simply sending a tweet at the Bajaj Allianz Twitter handle with relevant hashtags.

The user needs to tweet @BajajAllianz #TweetInsurance. This will provide the user a list of services that can be availed on Twitter and the replies and updates would go via Direct Message to the user's Twitter handle. The services that one can avail include the following:

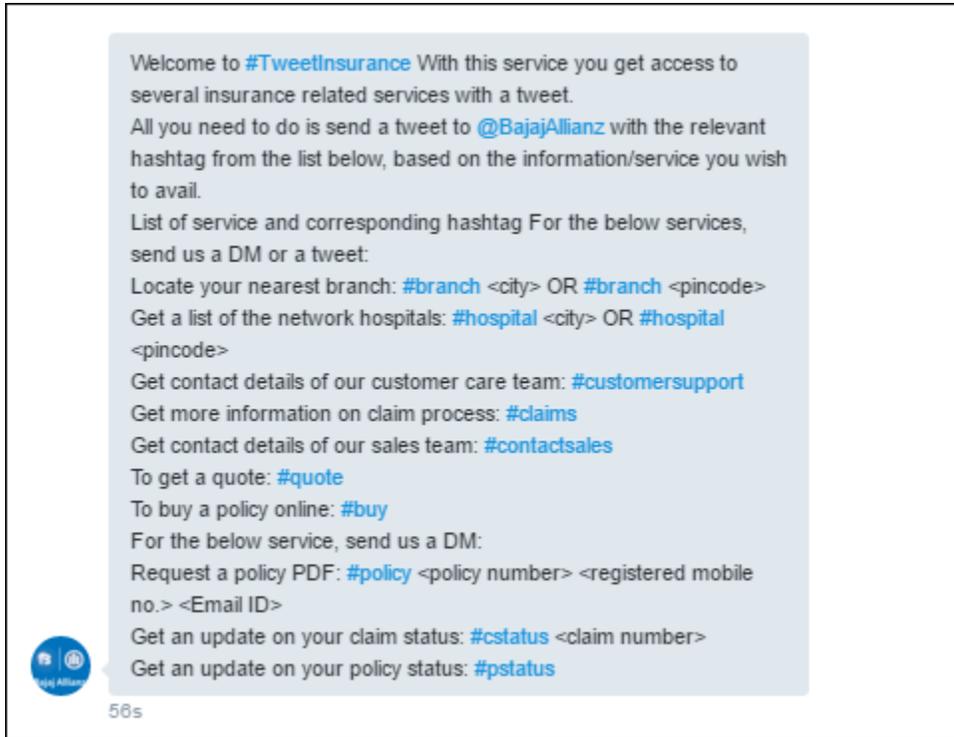
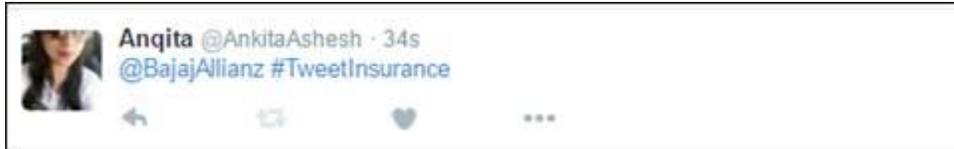
- Getting premium quotes on various products
- Getting instant information about branch and network hospital locations
- Getting a status update about a claim or policy
- Knowing claims procedure details
- Getting your policy soft copy
- Buying insurance online

Commenting on the launch, **Mr. Tapan Singhel, MD and CEO, Bajaj Allianz General Insurance**, says, "Technology has been a great enabler for the insurance industry, especially in the general insurance space given that the touch points with our customers are numerous in terms of service delivery. The need of the hour is customer-centric innovations that provide real time service to our customers. At Bajaj Allianz General Insurance, it has been our constant endeavor to aggressively leverage technology to bring in enhanced customer experience and transparency. #TweetInsurance is yet another step in this direction."

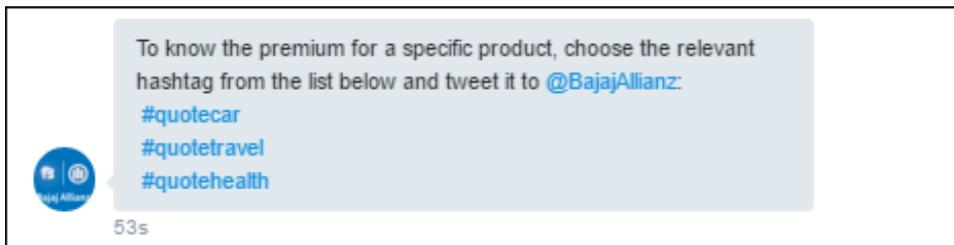
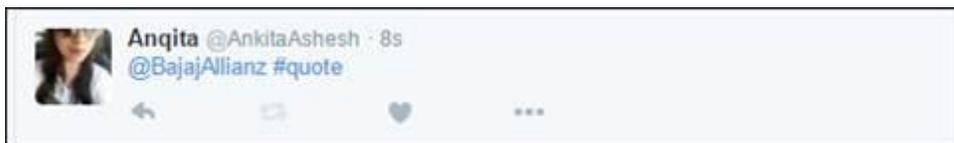
Mr. Singhel added, "With Indians becoming more and more informed and connected, the aim is to consistently modernize communication channels and deliver the right solutions and assistance instantly. This initiative makes a digital channel of engagement an integral part in redefining our relationship with customers."

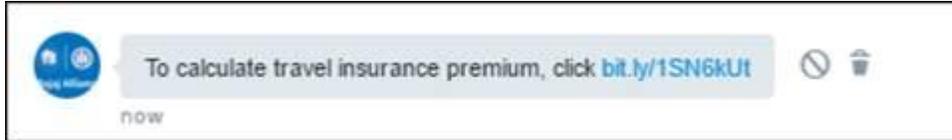
### How #TweetInsurance works

- Anyone with a Twitter account can follow @BajajAllianz and send a tweet with #TweetInsurance to get started
- Every service has been given a unique hashtag that the customer can use
- Replies/updates go via DM (private message), ensuring that there is no violation of privacy
- This service does not require pre-registration, making it instantly accessible



**Getting a Travel Insurance quote:**





This YouTube video - [#TweetInsurance](#) shows how this initiative works

### **About Bajaj Allianz General Insurance**

Bajaj Allianz General Insurance is a joint venture between Allianz SE, the world's leading insurer, and Bajaj Finserv Limited. Allianz SE is a leading insurance conglomerate globally and one of the largest asset managers in the world. Bajaj Allianz General Insurance is one of the leading private general insurance companies in India. The Company offers various general insurance products like motor insurance, home insurance, health insurance, travel insurance and also unique insurance plans such as wedding insurance, event insurance, film insurance. Bajaj Allianz has received iAAA rating, from ICRA Limited, an associate of Moody's Investors Service for ten consecutive years. This rating indicates highest claims paying ability and a fundamentally strong position. The Company began its operations in 2001 and today has a presence in over 200 towns and cities in India. The Company has been constantly expanding its operations to be close to its customers.

### **For further information contact**

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