

“

We like to make
mountains out
of molehills

”



We can turn small **business** into big business

The small business insurance market offers a substantial opportunity. With over 4.5 million small and medium-sized enterprises (SMEs) in the UK, employing 13.5 million people and generating £1,440 billion in turnover each year*, it's hardly surprising that financial services organisations, affinity brands and intermediaries find it highly attractive.

However, unlocking the full potential of the SME market can present a significant challenge. **It requires a fully-integrated sales, marketing and underwriting programme to succeed.** Not to mention specific expertise in this area.

This is where FirstAssist Insurance Services comes in.

Our unique market-leading, small business insurance proposition leverages our proven selling and marketing skills across online and telemarketing channels to drive increased revenues for our clients.

Whoever your customers are we can create a solution to meet their needs – and yours. In fact, with around 300 possible trades, we have the capabilities to match the profile of any UK customer base. We offer a comprehensive range of covers including property, money, business interruption, goods in transit, employers' liability, public liability, legal expenses and professional indemnity. All our products are supported by an operationally-proven technology platform which can be fully integrated with our partners' systems. We also provide real-time underwriting decisions for complex risks and a claims guarantee – giving your customers additional peace of mind.

* Source: UK Government statistics 2007



You **increase** your revenue

As with all FirstAssist products, the flexibility of our component-driven white-label business model enables us to provide either a complete end-to-end full service solution or selected elements that suit your requirements. Either way, the solution will be seamlessly integrated into your existing activity.

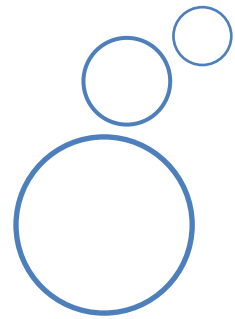
Our capability to meet your needs and those of your customers is backed up by award-winning levels of customer service delivered by our in-house UK operation. This combination of market-leading breadth of cover and customer support translates into additional client revenues and increased customer satisfaction.

Talk to us today about our menu of flexible and innovative solutions including:

- retail, added-value wholesale or delegated authority options
- around 300 trade specific products
- product design
- integrated sales and marketing programmes
- hosted branded ecommerce solutions
- 'off-the-shelf' non-branded ecommerce
- award-winning telephone sales and customer services operation
- high quality claims management

Call us today to find out how we can help you unlock the full potential of this growing market.

You know **who** to call first



T 020 8652 1313

W www.firstassistinsurance.co.uk

F 020 8661 7604

E corporate.info@firstassistinsurance.co.uk



TRAVEL

PROTECTION

BUDGET HEALTH

LEGAL PROTECTION

SMALL BUSINESS

FirstAssist Insurance Services Limited, Marshall's Court, Marshall's Road, Sutton, Surrey, SM1 4DU

Registered in England & Wales No. 4617110

Authorised and Regulated by the Financial Services Authority