

MSIG Insurance unveils industry's fastest response motor claims app



Thailand, Bangkok – Service excellence has always been MSIG Thailand's core focus and being awarded the Thailand Call Center Award in 2014 and 2015 bears testimony to its commitment to customers. This year, MSIG Thailand has brought its customer service level up a notch with its newest mobile app, MSIG Speedi.

The MSIG Speedi app is an innovation that serves to take away the worries of motor accidents or claims. The consumer insight that MSIG has found is that most motorists feel at a loss when an accident happens. With the understanding that unforeseen circumstances on the road could be daunting for many, MSIG Thailand aims to always be there for customers through this advanced app, and ensure that they are never left in the lurch. Leveraging on the latest technology, MSIG Speedi boasts several unique functions and services that have never been seen before in Thailand's insurance industry.

1. Dedicated assistance within 60 seconds – Instead of having the customer call through to the hotline with the chance of being put on hold, the Speedi app has a unique function where motor claims can be reported with just the push of a button. Dedicated MSIG staff will call the customer back within 60 seconds to provide assistance while help is on the way.

Another benefit for customers with pre-registered details with MSIG is that they do not need to repeat details of their car model and particulars. The ultimate goal is end-to-end assistance that is hassle-free and efficient.

2. Help arrives on scene within 30 minutes – Once the 24-hour motor claims hotline is contacted, MSIG will locate the customer via GPS coordinates and obtain their exact location. An MSIG Motor Surveyor will then be dispatched to the scene. Integrated with MSIG's in-house Motor Surveyor System, the app will also enable customers to track the surveyor's location via GPS. 30 minutes is all it takes for the MSIG Motor Surveyor to arrive on scene (timing is accurate within Bangkok Metropolitan).

3. In-house surveyors – MSIG understands the importance of speed and efficiency, especially during times of motor accidents. Therefore, it has engaged its own fleet of in-house motor surveyors who are trained in-house and dispatched during times of need. In contrast to surveyors who are outsourced, MSIG Motor Surveyors are able to arrive on scene quicker and provide a comprehensive service.

4. Wide network of contracted partners nationwide – A one-stop app for customers to get all the necessary help that they need, MSIG Speedi offers a list of contracted garages, hospitals and dealers nationwide for better convenience. A built-in navigation system even helps the customer to find the fastest route to the selected partner.

Apart from the above benefits related to motor claims, customers can also look forward to added convenience with the MSIG Speedi app. Whether it is to search for insurance information, claims history or even to renew a policy, one can do so via the app.

MSIG Thailand's Digital Ambition

MSIG Thailand is committed to leverage innovative technology to achieve service excellence in the non-life insurance industry. To date, over 150 million Baht has been invested to revamp digital infrastructure, process, hardware and software both in-house developed & buy from open source that will further improve efficiency and customer service. The company has also built its cultures to encourage staff for being digital savvy.

Mr. Rattapol Gitisakchaiyakul, MSIG Insurance (Thailand)'s CEO said, "the company's ambition is to be widely recognized as the number one digital insurer in the Thai market and as a company that is always ready to meet the needs of its customers in terms of service and product quality while providing the very best in sales support to its intermediary business partners. MSIG Thailand is proud to be a service centric company that is always looking to improve service delivery utilizing the latest technology together with human hospitality".

With an aspiration become Thailand's no. 1 digital insurer, MSIG Thailand plans to launch 'Activa', a new intermediary portals and more apps from Q2 2017 to Q1 2018 this year. Specific microsites are also in the works for business partners. The partner websites aim to provide consumer access to MSIG products online 24/7.

About MSIG Insurance (Thailand) Public Co., Ltd.

MSIG Insurance (Thailand) Public Co.,Ltd., is a leading international insurer with annual premium income of over Baht 3,900 million. The company employs more than 700 staff in its head office in Bangkok and 21 branch offices nationwide. The company offers a comprehensive range of general insurance services and products including motor, personal accident, travel, home & contents, liability, marine and others, to meet the needs of personal and commercial customers.