

Distinctive. Choice.



Travel Insurance for Airlines



In Asia since 1836.



Leadership

As one of the world's leading brokers and with a 20% share of the worldwide airline market (excluding US), JLT's reputation as a provider of quality counsel and dedicated service to this sector is well established.

Global Solutions,
Local Knowledge



Overview

The aviation landscape is a dynamic one, characterised by increasing competition and declining profits. Airlines are constantly challenged to review their operational models as they are pressured to streamline and cut costs. At the same time, they are compelled to innovate to deliver value to passengers, and to ensure that customer experiences are up to par with expectations.

To stay viable, airlines are exploring a number of new revenue streams – more profitable routes, no frills services, holiday packages (i.e. hotels & tours), retail shopping, and travel insurance.



Online travel insurance

Online travel insurance is a highly profitable revenue generator. Airline ticket purchases are more commonly accessed over the internet enabling the purchase of travel insurance online providing convenience augmenting the professional services that an airline guarantees to all its customers.

It is a business with low entry costs, which can be implemented quickly (within six months) and which can help build customer loyalty and retention. The benefits are tremendous. Working with experienced brokers and insurers you will be able to directly offer your customers peace of mind and build another level of affinity with them.

As one of the world's leading brokers and with a 20% share of the worldwide airline market (excluding US), JLT's reputation as a provider of quality counsel and dedicated service to this sector is well established.

JLT's services

JLT's services to airlines will include the following:

- Research into passenger demographics, buying behavior and criteria
- Product definition – getting the product features, price, timing and distribution right
- Reviews of the extent to which online insurance is already being sold

We will identify and involve the appropriate partners to create an IT platform that integrates the processes involving the airline, ticketing systems, airline's online IT sales systems, the call centre and any travel agents, providing a completely seamless transaction. JLT will also arrange the right partner solutions to ensure smooth integration with the Amadeus, Navitaire or Abacus systems or any other existing service provider of the airline.

JLT will ensure that product sales training is provided to call centres, agents and other relevant staff.

In addition to linking you with the right partners, JLT will ensure that product sales training is provided to call centres, agents and other relevant staff.

JLT will work closely with you to research and evaluate comparative products from other mainstream competing airlines and will subsequently build a differentiated product that is also priced appropriately. We will also assist in ensuring that the right marketing techniques are deployed to maximise sales penetration.

offer your customers
peace of mind and build another level of affinity with them.



We will constantly look to maximise your commission earnings.

Acting as consultants and advisors, JLT will be committed to ensuring that costs to the airline are optimised, without compromising on the extent of the cover. JLT, along with the client, will evaluate a number of insurers and will shortlist for the airline's consideration reputable insurers with the very highest S&P ratings.

We will constantly look to maximise your commission earnings. JLT has an outstanding track record in this area, specifically in terms of increasing airlines' revenues through online travel insurance. We will ensure that airlines receive the best deals. An airline with say 5 to 10 million passengers annually can earn millions of dollars in commissions if this process is handled effectively.

Innovation

that delivers value to passengers, and which ensures that customer experiences meet expectations.



The product

The product would be customised to suit the airline's profile and passenger make up. For example, in the case of low cost carriers, budget travel insurance can be arranged to cover the following:

- Trip cancellation cover
- Trip interruption insurance
- Flight delay insurance
- Delayed or lost baggage
- Damage to baggage
- Personal accident
- Hijack cover

If a return ticket is purchased then coverage can be extended to the following:

- Personal accident
- Medical expenses (illness and accident)
- Emergency medical evacuations
- Repatriation costs
- Travel assist and advice referral
- Hijack cover
- Flight delay insurance
- Baggage delay and damage
- Personal liability
- Loss of travel documents

Premiums will vary according to passenger numbers and limits purchased. For frequent travellers, annual policies can be packaged, providing cover that is more comprehensive and with larger limits. These can be linked with frequent flyer reward programmes. Once a programme is up and running, it can be further tailored to suit families, tour groups, individuals, and business travelers.



How it will work

Once the product, price, and insurance partner are defined, the insurance will be sold online. When a passenger purchases insurance, certificates (in the form of printable pdfs or HTML files) are issued instantly and in real time.

Some airlines currently incorporate the insurance cost into the ticket price as a standard, only enabling the customer to opt out if he/she does not wish to purchase insurance. Whilst the purchase transaction is a standard generic offer, there can be options for upgrades, call centre queries and downloading of policy wordings and purchased certificates of insurance.

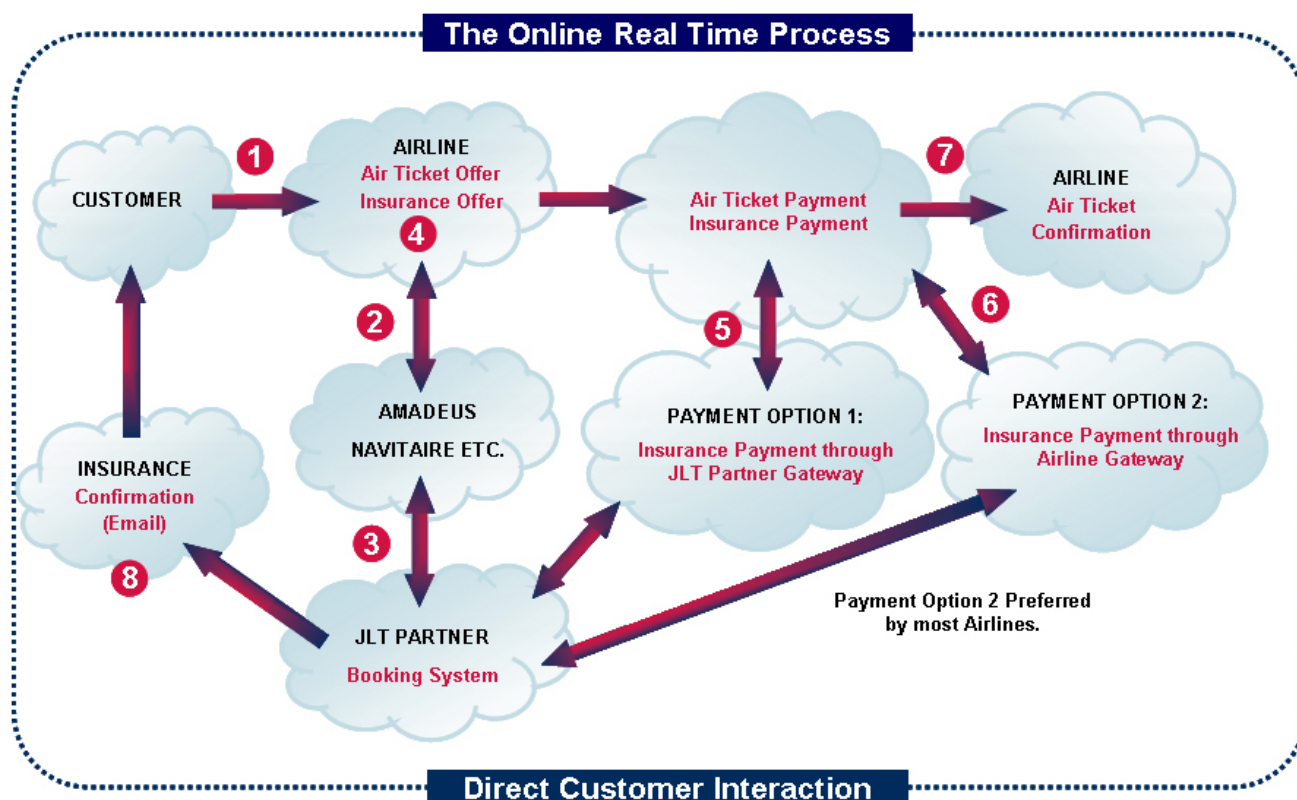
Since all transactions are in the online domain, there is virtually no administration or intervention required by staff.

The premium will depend on the airline's passenger volumes, default policy limits and the extent of insurance cover provided by the airline. Premiums can be as low as US\$2 per passenger and up to US\$15 in sophisticated markets. All encompassing round trip coverage for a very sophisticated passenger base can cost between US\$20 and US\$40 per passenger.

Our value proposition

- Maximise insurance revenue
- Integrate technology with airline systems at minimal or no cost
- Ensure a dedicated travel insurance partner with operations within the base country and throughout route destinations abroad
- Provide market leading products at competitive prices, with assistant services and call centres
- Provide the professional strength of a global insurance broker engaging insurance partners with financial strength to deliver the right travel insurance solutions and services

JLT will be committed to ensuring that costs to the airline are optimised, without compromising on the extent of the cover.







Mark Smith

Regional Director

Tel: +(65) 6411 9341

Email: Mark_Smith@jltasia.com

Jardine Lloyd Thompson Private Limited

1 Raffles Quay #27-01

One Raffles Quay - North Tower

Singapore 048583

Tel: +65 6333 6311

Fax: +65 6333 6116

Website: www.jltasia.com