

Client Centre

Customer Campaign Toolkit



We're excited to offer Client Centre – a secure website that provides you and your personal lines customers with 24/7 online access to view insurance policy documents, billing statements and real-time claims status updates.

****Client Centre should be promoted as an online, paperless solution to your customers.****

We've created this toolkit to help you communicate key messages about Client Centre and the paperless initiative to your customers, to make the transition as easy as possible.

Key customer messages

Client Centre offers you more convenience

- All of your insurance information is at your fingertips.
- Your insurance documents are available online 24/7, and can be accessed from anywhere with an Internet connection.
- Real-time claims status updates are provided for open claims, including information about the process, timing and what to do next.
- Billing information is also available online so you know how much you owe and when it's due.

Client Centre offers you choice with benefits

- Sign up to go paperless and receive your documents conveniently through Client Centre – anytime, anywhere with an Internet connection.
- Decrease paper clutter – no bulky package in the mail and no storage required.
- Make a positive environmental impact by reducing your carbon footprint.

How Intact Insurance can help

We encourage you to use Client Centre and our paperless initiative as touchpoints during conversations with your customers, and we can help you do this in several ways:



Direct Mail

We have created a co-branded buckslip you can mail to your customers, which includes key messages about the benefits of Client Centre and going paperless. We can work with you to help identify target customers who will benefit the most.



Phone

We have prepared speaking notes you can use to help promote Client Centre when you connect with your customers by phone.



Website

Download one of the web banners we've created and promote Client Centre right on your website.



Email

We can help create an email campaign to promote Client Centre to your customers.



Social Media

We have prepared sample social media posts you can use to promote Client Centre and encourage customers to register.

Tools and resources

Microsite

Your central source for supporting tools and resources that you can download, including our FAQ document, tip sheet, web banners and a demo video.

The Business Box

Co-branded templates for customer emails and brochures are available here, at no cost to you.

Website Widget

Your customers can connect directly to Client Centre from your website.