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# Unlocking the Potential of Embedded Insurance Within Your Value Proposition



## What is an Affinity program?

Affinity focuses on designing and delivering tailored insurance solutions for the customers or members of client organizations whose core business is not insurance.

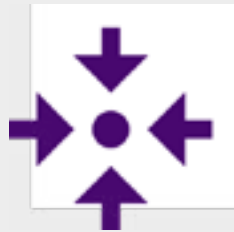
The **right insurance product**, sold in the most **appropriate channel**, at the **right time** for each **individual**

## Insurance can be embedded in a variety of ways, across almost any industry

### BUNDLED



Insurance is bundled with your core products



Your customers perceive insurance as free added value/benefit

### ADDITIONAL PURCHASE



Embedded in your customer journey or directly on your website



Intermediated by sales a person at point of sale or via distribution post-sale

### BENEFITS TO CUSTOMERS

- +** **VALUE**  
Relevant, purchased utilizing group buying power
- +** **CONVENIENCE**  
Selling a product with fundamental value to customers, partners and members
- +** **TRANSPARENCY**  
Aligned to your products and services; customers know what they are covered for
- +** **SPECIALIZED INSURANCE PRODUCT**  
Innovative insurance products that close protection gaps

### BENEFITS TO YOU

- +** **ADDITIONAL REVENUE STREAMS**  
An insurance program that offers recurring revenue streams
- +** **INCREASED VALUE CREATION**  
Offering an insurance product with fundamental value to customers, partners and members
- +** **BRAND LOYALTY**  
A successful user experience builds more positive relationships and loyalty
- +** **DIFFERENTIATION**  
Stand out in your marketplace with a unique and enhanced value proposition

Assembling all the key components together for success.



# Contact us



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