

Highway first Insurer to build brand through ClaimWatch tracker web streaming facility

11 September. Leading broker only motor insurer Highway has become the first insurer to promote its services online to customers using the ClaimWatch vehicle repair tracking service.

Highway, in partnership with ClaimWatch, has allowed customers to track the progress of their vehicle's repairs online since 2006.

Highway is now using ClaimWatch's online video streaming technology to promote the benefits of claims tracking and its claims service to its policyholders. In addition the short video aims to increase awareness of Highway among policyholders.

Peter Goodright, head of accidental damage operations for Highway Insurance said: "Our policyholders and repairers tell us that they are delighted with the ClaimWatch service, it keeps them all completely in the picture during the entire repair process through texts, emails and web tracking pages.

"Bringing modern technology, such as video streaming to our customers, at no cost to them, furthers our value proposition. Premiums alone can no longer be the only differentiator between insurers. We must find other ways to stand out from the crowd, which is why we are proud to be able to offer this Highway / ClaimWatch service."

Approved bodyshops use the ClaimWatch technology to log all repair jobs onto the system. Each customer is then given a unique user ID to enable online tracking of the progress and status of their vehicle as it moves through the claims process.

Steve Wheele, managing director of ClaimWatch added: "ClaimWatch is a proven and popular product with bodyshops enjoying an extremely high hit rate with drivers

who want to view their vehicles repair status online. The high number of viewers presents an opportunity for Highway to promote its services and increase brand awareness to its customers in a way it could not before and we are delighted that they are the first UK insurer to take advantage of our new service.”

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Notes to Editors:

Highway Insurance

Established more than 50 years ago as a motor insurance specialist, Highway has consistently focused its business on relationships with insurance brokers and other intermediaries. In 2003, Highway exited Lloyd's and now underwrites both standard and specialist motor insurance exclusively through Highway Insurance Company Limited.

Today, Highway is the Insurer of Choice for motor and is one of the UK's most profitable motor insurers. The company employs over 400 staff and operates from four locations in the UK. Commitment to long-term partnerships is fundamental to its success. Working closely with their 2,500 intermediaries Highway provides competitively priced, well serviced, efficiently distributed solutions.

ClaimWatch

ClaimWatch is a simple-to-use, web based vehicle repair tracking system backed up with advanced technology. Each ClaimWatch installation is fully customised for each repairer and is fully controlled by that bodyshop's staff. It works like this: as soon as a job is accepted into a bodyshop, all the details are automatically entered into ClaimWatch. Details are updated by the repairer as the vehicle moves through the repair process and can be accessed via a secure ID number by the vehicle owner. Customers are sent pre-set SMS (text) messages throughout the repair keeping them up to date with the repair, and advising them of its completion date. It is estimated that customer calls to bodyshops fall between 50% and 60% in bodyshops where Claimwatch is installed and used properly. Claimwatch has tracked more than 420,000 vehicles and the number is growing rapidly.