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The evolution of the PDS accommodates the changing behaviours of the modern traveller

SureSave, a leading provider of travel insurance and emergency assistance within the agency channel, recently launched its newly transformed Product Disclosure Statement (PDS). Based on customer research and feedback, SureSave's new-look PDS is specifically designed to meet the changing requirements of today's traveller.

Talbot Henry, National Sales Director, SureSave, discusses the recent changes,

“Our PDS is the first of its kind – it’s distinctly different with very strong visuals featured throughout. The printed version is simple to use because it’s larger than a traditional PDS, and it displays clear and easy to understand information. Feedback received from our customers suggests this improves their overall customer experience. Instead of complicated policy wording, the new PDS describes cover in terms of ‘events’ that can happen to travellers before or during their trip. This makes the details of the policy much more relatable to their individual circumstances.”

“Also, with the increasing use of smartphones, we received feedback that travellers like to keep a copy of important information electronically for ease. Our electronic version of the PDS is designed for navigation on mobile devices so travellers can access their policy and PDS when they’re on the go. Travellers don’t always want to carry a physical copy with them everywhere whilst travelling – it’s inconvenient, while an electronic copy offers an extra level of simplicity that suits their lifestyle.”

SureSave advises that there are steps that every traveller can take to keep their essential items safe.

“Avoid keeping everything in one place when travelling. Putting valuable items such as a passport, airline tickets, hotel reservations, and even credit cards in a travel wallet makes it easier for thieves to take everything at once. If your travel insurance documents are in there as well, it may be difficult to find the correct number to call, access the correct policy details, or even the policy number. It’s better to have additional options available when things don’t go to plan. For instance, having essential policy information stored on your phone, in your email inbox or in the cloud, means that you can access it anywhere in the world,” says Henry.

Interesting facts

- Only 30% of people know exactly what they’re covered for from their travel insurance policy and only 40% of people carry a PDS brochure and Emergency Assistance Card with them when they travel. - SureSave Travel Index 2016
- 66% of travellers would like to receive electronic travel information, safety alerts and language guides, specific to their destination. - SureSave Travel Index 2016
- 91% of Australian travellers take their smartphones with them when on holiday. Expedia/Egencia Mobile Index Study 2016
- The trusted toothbrush is still the most essential travel item (52%) of Australians, just ahead of a smartphone (49%). - Expedia/Egencia Mobile Index Study 2016
- 63% of Australians say their mobile device and apps improve the quality of their holidays. - Expedia/Egencia Mobile Index Study 2016



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- 61% of Australians travellers globally say they would be unwilling to go on vacation without a mobile device. - Expedia/Egencia Mobile Index Study 2016