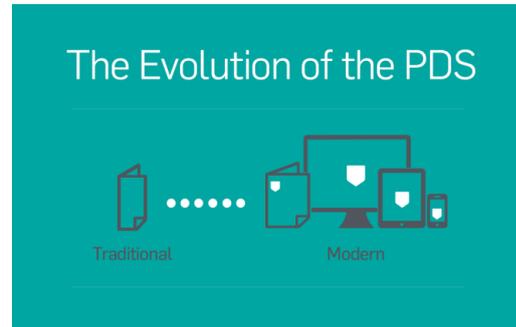


## PDS for the digital era



- SureSave's Travel Index found that 66% of travellers would like to receive electronic travel information, safety alerts and language guides, specific to their destination

Customer research and feedback indicates that customers are travelling lighter, smarter and more often in today's digital age. SureSave's recently launched Product Disclosure Statement (PDS) is specifically designed to meet the changing behaviours and lifestyles of today's modern traveller. To adapt to these changes, SureSave's new-look PDS is available as both a printed version and an electronic solution to improve customer experience.

### Keeping up with today's travellers

Talbot Henry, National Sales Director, SureSave, gives some insights into the travel insurance provider's recent changes to the PDS, which are aligned to customer feedback and requirements.

- **Policy wording**

"We recently reported that only 30% of people know exactly what their travel insurance policy covered. As a result, a concerted effort has been made to remove any complicated policy wording. The new PDS describes policy 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 and easier for customers to select the cover they require."

- **Electronic access**

"SureSave's Travel Insurance Index found that a staggering 66% of travellers would like to receive electronic travel information, safety alerts and language guides, specific to their destination. More travellers are browsing on their smartphones and mobile devices than ever, so we've developed an electronic version of the PDS, to provide access across all devices, whether they are planning, travelling or claiming. We've then gone a step further and introduced navigation between related sections to improve customer experience, allowing customers to jump to the information they need with one tap."

"By providing an electronic option, we offer a degree of accessibility, particularly when travelling light. In addition to our electronic PDS, SureSave's travel safety app caters to these needs too, by providing travel tips and safety information tailored to the traveller's destination. It's just another way we're providing help that's designed for travellers."



World  
Assistance

- **Size and visuals**

“Our customer feedback reveals a preference towards a larger layout when communicating information easily so, similar to other insurance lines such as health, car and home and contents, we opted for an A5 page size for this PDS over the traditional DL size. It’s easier to read for those who like to hold the product in their hands. This allows us to present the information in a much clearer and friendlier layout. Similarly, it makes it easier for agents to explain and sell. Feedback received from our agents and customers suggests that this simple change improves their overall experience when purchasing travel insurance.”

Similar findings by the ‘Expedia/Egencia Mobile Index Study 2016’ also show that 91% of Australian travellers take their smartphones with them when on holiday. 63% of Australians say their mobile device and apps improve the quality of their holidays, whilst 61% of Australian travellers globally say they would be unwilling to go on vacation without a mobile device.

## **ENDS**

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### **Notes to Editors:**

SureSave is a leading travel insurance provider that offers ‘help that’s designed for travellers’. SureSave provides World Assistance through its agent support team, claims and in-house 24/7 Emergency Assistance operation, ‘WE Assist’.

SureSave covers more than 300,000 travellers each year in Australia, is Australian owned and is a coverholder at Lloyd's.

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