

Premier Construction Insurance Broker Fact Sheet

Our new Construction
Major Customer proposition



Zurich Construction is launching a new proposition specifically for Construction Major Customers.

Defining Major Customers

We are defining Major Customers as construction companies:

- with a total premium spend with Zurich Construction of over £250,000
- with, generally, more than one line of business with Zurich Construction
- that have a positive and proactive attitude to risk management
- that acknowledge Zurich as a prominent insurer for their business
- that want a tripartite relationship with you and us.

Research findings

To help us develop our new proposition we have carried out research with brokers and customers.

This indicated that:

- for customers tailored risk management products and services were top of the list of wants and needs
- brokers believe there is a strong need for industry-specific risk consultancy

Our new proposition

Based on the research feedback we have built a new proposition, Premier Construction Insurance, that provides additional servicing and financial benefits plus exclusive products and services to complement our insurance offering.

The Premier Construction Insurance proposition is aimed at delivering a superior service to a select group of customers working with you to build a tripartite relationship and increase customer satisfaction.

We will therefore work with you to:

- i) identify customers' needs and
- ii) build solutions together.

We aim to enhance the overall service by offering products and services that would not previously have been accessible.

Questions and answers

Q What if we already offer a service that Zurich are now offering as part of this new proposition?

A We will work with you to tailor the new proposition so that it only adds to what the customer currently gets as a whole. We will not be competing with you over services to customers.

Q Are Zurich trying to get closer to my clients in order to prepare for a corporate direct business?

A No. Zurich Construction is an intermediated business, and we recognise the huge value that brokers bring to the tripartite relationship. We appreciate that this presents a new way of doing business, and we want to reassure you of our intention to enhance the overall proposition for all involved without challenging any existing relationships.

Q Is this a one-off or an ongoing development?

A We hope to develop this with you until we have a solution in place for each Major Customer. We will share elements of the proposition with you over the following months.

Q Are Zurich changing any of their existing services?

A Brokers tell us they value our expertise and claims services above anything – we aim to build on this, not change what’s already working well.

Q What do Zurich intend to achieve through this new proposition?

- A** • Zurich Construction want to create a strong tripartite relationship with major construction companies and brokers in order to share mutually valuable knowledge
- We want to make it easier for construction companies with more complex needs to access the diverse specialist resources within Zurich through structured, proactive contact
- We want to enhance the overall service proposition to help us jointly win and retain clients.

Next steps

Our Zurich Construction Relationship Managers will be in touch with you in order to discuss the proposition in more detail. We will work with you to establish how we deliver the proposition to the customer and make best use of our combined resources to create a stronger, more profitable and more relevant overall servicing relationship.

Because change happenz™