

## FRIENDSURANCE BUSINESS

In addition to its own direct customer business, Friendsurance has been operating a further business segment since 2017 with digital bancassurance. For this purpose, Friendsurance launched a new brand in 2019: Friendsurance Business comprises the company's digital bancassurance services. Friendsurance is thus responding to the high demand from banks and insurance companies for digital insurance solutions.

### **Background**

In addition to the claims-free bonus, the digital insurance platform of Friendsurance offers its end customers many other advantages of digitization. These include not only an analysis of the entire insurance coverage and individual contracts, but also a digital insurance folder, which simplifies the administration and optimization of insurance policies. Other companies would also like to make this added value available to their customers – for example through a partnership with Friendsurance Business. According to a representative YouGov survey commissioned by Friendsurance, the majority of Germans are interested in digital bancassurance solutions. By working with banks and insurance companies, Friendsurance is able to reach even more customers and is getting closer to its goal of making insurance easier for everyone.

### **Implementation**

The bancassurance platform will be adapted by Friendsurance Business' in-house IT and integrated into the partners existing online offering according to its requirements. The modular approach allows the partner to choose between different features. This leaves it up to the partner to decide whether he wants to provide his customers with an app version, an overall needs analysis or another of the numerous features. The advantage: Friendsurance Business is not only a digital online broker, but also an agent. Thus, insurance products from the entire insurance market as well as tariffs can be covered by an exclusive partner. Thus, different co-operation models are possible.

### **Business customers and cooperation partners**

The platform is aimed at all companies that wish to offer their customers digital insurance solutions, in particular banks and insurance companies. The solutions are integrated modularly into the online offerings of the partners. In January 2018, Friendsurance Business announced its partnership with Deutsche Bank. As part of the cooperation, Friendsurance's digital offering will be integrated into Deutsche Bank's online portal. In the future, the bank's customers will be able to manage and optimize their property insurance contracts there in the "Insurance Manager" and conclude new contracts quickly and securely. In addition, further partnerships are in the implementation phase. Further information on Friendsurance Business can be found [here](#).

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