



AIG UK Limited

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LIFELINE PLUS – A STEP FORWARD IN CLAIMS RESOLUTION

Lifeline Plus, the business personal injury and travel insurance offered by AIG UK Limited, is setting a new standard in claims handling. Its new Concierge Claims Service is aiming to give 90% of claimants a final decision on the settlement of baggage and property claims within 15 minutes of talking to them.

“Lifeline Plus has been designed to be simple to buy and to use, and now we have raised the bar to new heights by redesigning the baggage and property claims process,” explains Guy Wilson, AIG UK Regional Underwriting Manager, UK & Ireland, Accident & Health.

“As an industry we need to communicate quickly and efficiently with our customers. Business travellers are particularly time-challenged and find the traditional, time-consuming claims process very frustrating,” he continues.

“So we’ve put in place a system that enables claimants to contact us 24/7 from anywhere in the world about their baggage and property claims. They can contact us by phone, online or via SMS. We’ll discuss their claim there and then, calling them back if they initially contact us online or by SMS, and we aim to give over 90% of claimants a decision within 15 minutes. We’ll also keep their employer’s insurance broker fully advised,” says Wilson.

The new Concierge Claims Service is unlike the traditional claims process that is time consuming and requires claimants, employers or their brokers to enter into protracted exchanges of correspondence to get agreement to and validation of a claim. With Lifeline Plus there are no claims forms for property or money claims and for the vast majority of claims there is no requirement for validation because this is done during the telephone call with the claimant.

The new claims service is just one of a number of innovations Lifeline Plus has introduced over the past two years. Others include a storage facility for personal travel document information on a secure website, the services of an international concierge service, and pre-trip planning information and security advice about destination countries.

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Notes to Editors

American International Group, Inc. (AIG), a world leader in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In addition, AIG companies are leading providers of retirement services, financial services and asset management around the world. AIG's common stock is listed on the New York Stock Exchange, as well as the stock exchanges in Paris and Tokyo.

AIG member companies have been operating in the UK for over 50 years and AIG UK Limited is one of the largest companies in the UK serving the insurance needs of UK businesses and individuals. Based in London and with offices throughout the country, AIG UK includes over half the top 1000 UK companies amongst its clients as well as thousands of small to mid-sized businesses and many public sector organisations.