Helping HDI Assicurazioni start their telematics journey

HDI ASSICURAZIONI

Together we can
vodafone business

HDI Assicurazioni chooses Vodafone Automotive to increase safety and reward its best Customers

Thanks to its partnership with Vodafone, HDI can offer telematics motor insurance cover that improves the service offered to customers and enables the company to apply customised tariffs, paving the way to an increasingly connected future.

> "
> We chose Vodafone because it gave us the best guarantees from a technical standpoint, but also the widest prospects for scalability at an international level, as we are both part of larger groups."

Roberto Mosca, CEO and General Manager, HDI Assicurazioni

The challenge

Customers want special attention

In the non-life insurance sector, HDI Assicurazioni is a company that is decidedly retail-oriented: the majority of its clientele are end-customers who own and drive cars, although there is no shortage of offers for company fleets and lorries.

"There is a positive trend in turnover in the retail market that is characterised by saturation due to a stagnation in the number of registrations and the decline in premiums, due to fewer claims and intense competition between companies," explains Roberto Mosca, CEO and General Manager of HDI Assicurazioni.

In addition to counting on 500 agents throughout Italy and its partnership with Banca Sella which operates as an insurance product distributor, HDI decided to strengthen its offer in the vehicle sector with a telematics option that is second to none - helping HDI to continue to grow at a faster rate than the market.

"In some respects," explains Mosca, "motorists are the most difficult to satisfy. They expect affordable rates but also efficient assistance, especially when they need it most (accidents, theft or other events requiring company support). Additionally, in recent years smartphone apps have been an increasingly popular option to ensure a good customer experience. To an increasing extent, insured parties are asking the company for detailed reports about their behaviour on the road, in order to get the best service at the right price."

In response to this, HDI Assicurazioni therefore began to hunt through the telematics solutions available on the market, first of all evaluating the quality of service in terms of speed of response and availability but also the ability to identify false alarms, a common issue for telematics insurance businesses.

The Solution

Customers at the heart of corporate strategy

"Of all the possible solutions," says Mosca, "the one that convinced us most was the offering from Vodafone Automotive. The multinational's ability to identify and manage false alarms was an important factor in our choice. But there are other aspects that drew us towards Vodafone: the prospects for scalability, which for a company that is part of a large group is fundamental and the operating philosophy which, as in our case, involves a very close relationship with customers, who always remain at the heart of our corporate strategy."

The project to activate the telematics service started at the beginning of 2018. After the requirements analysis and scouting phases, the partnership with Vodafone was signed in the spring of 2019 and is now fully operational.

"The expected benefits relate to the opportunity for better customer selection in terms of profitability, studying driving styles and therefore being able to ensure everyone gets the right price for their policy," says Mosca. "This will make it possible to enjoy two types of benefit: one for the company, which can improve its combined ratio, and one for the most honest and safe customers who will be able to benefit from cheaper premiums. In this process, as HDI is not a technology company, we found Vodafone to be the ideal partner thanks to its great capacity for innovation and the expertise of both the multinational company's technicians and the network installers."

Why Vodafone?

- Vodafone is able to support the group to which HDI Assicurazioni belongs in any future development; both in volumes of contracts managed and expansion of telematics solutions to other sectors.

- Customer service considerably improved both in terms of rapid response times in the event of a claim and reporting of driving behaviour, through digital channels such as the internet and smartphone app.

- Premiums can be lowered for the safest customers, thanks to data analysis and customer profiling collected via the Vodafone telematics platform.

> "
> We share not only Vodafone's philosophy but also its mission: for us too, customer focus is the element that helps us stand out from the competition."

Roberto Mosca, CEO and General Manager, HDI Assicurazioni

HDI
Assicurazioni
company profile

HDI Assicurazioni was created in 1881, with the founding of the Società di Mutuo Soccorso, which over the decades became BNC Assicurazioni. In 1997, the company joined the third largest German insurance group, the Talanx Group in Hanover and became HDI Assicurazioni. Today, company turnover is around €1.5 billion, of which around €500 million is in the non-life sector. In this field, the most significant share comes from motor insurance, with almost 400 million premiums per year.

www.hdiassicurazioni.it

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