



## Insurance digital wallet, Asirom

Andreea Iosef




### Please briefly describe the initiative.

Asirom's tagline commits to offering its clients simple & safe products and services. In our search to offer simple solutions and make insurance accessible, we reinvented the travel insurance. When researching, we found out that the main issue for many customers was that at times they would forget the insurance documents at home when leaving for a vacation. Our idea was to transform the travel insurance into a 'card' that you can save on your phone, in your virtual wallet, as you do with the boarding pass.

The process is simple: the policy has a QR code on it, you scan the code and all important information from the policy goes directly to your digital wallet. The pass has the following info: name of the insurance holder, number of the policy, availability, assistance contact data, claims.

After releasing it for the travel insurance, we extended the service to motor facultative insurance. Now you have all relevant data about your car insurance on your phone: policy number, insured sum, number of instalments, call center, claims and online payments. We implemented this solution for both Android and iOS.

You can see how the wallet works [here](#). 

### What were the benefits?

- Digitalisation of services with minimum budgets
- Easy access for the clients to their policies
- Easy storage
- Less paper printed
- A great advantage in sales when promoting the 'wallet pass'

### Who were the main stakeholders involved?

The project was developed by the Marketing team, along with our IT provider and colleagues from the Project Management department, under the supervision of our CEO, Mădălin Roșu.



## What were the major learnings and challenges you had to overcome?

The major challenge was to properly adapt the solution to the main software, Android and iOS. Also, it was a bit challenging to choose a design that would offer enough space and clarity for all the information we wanted the card to offer.

## Going forward, what are your plans to further develop the project?

We would like to extend the project to all insurance products that are suitable. We think it would be a great benefit to leverage it for the Group, being a very modern, yet very budget friendly service to be offered to our clients.

*Are you interested in exchanging with Andreea, please feel free to contact her!*

### Andreea Iosef

✉ Andreea.iosef@asirom.ro

☎ +40 (0) 751 373 932