

MONDIAL ASSISTANCE EXPANDS HSBC ADVANCE COVER

Roadside assistance at home and in Europe enhances customer benefits

In partnership with HSBC, the world's largest banking group, Mondial Assistance UK has developed a new range of optional roadside assistance benefits for the HSBC Advance account. As part of an exclusive partnership with the bank, Mondial Assistance, a leading provider of assistance services, has provided 24-hour roadside assistance to HSBC Advance customers for two years, and the new suite of options builds on the existing cover available through the added value account.

The three new optional add-ons available are: HomeAssist, for assistance at home or less than a quarter mile from home; Full-UK, which includes onward travel for the driver and passengers to continue their journey or return home, organised and paid for by Mondial Assistance; and Full UK and European, with the same benefits as Full UK but for vehicles anywhere in Continental Europe*. Whether the customer is a driver or passenger of an eligible vehicle, each level of cover includes emergency roadside repairs and local recovery to a suitable workshop.

An HSBC Spokesperson said, "We are delighted to be able to extend the level of roadside assistance cover for our HSBC Advance customers, and know from experience that the service Mondial Assistance provides is of the highest quality. From the call centre operatives to the roadside assistance technicians, Mondial Assistance employees deal with every call efficiently, thereby offering the high standard our customers have come to expect from all HSBC services."

Mondial Assistance technicians are trained to high standards of both customer service and vehicle technology, and drive vehicles equipped with specially selected tools and equipment including vehicle diagnostic capability, to ensure members receive the best possible assistance – a permanent repair at the roadside rather than a short-term fix, wherever possible.

Ben Smart, Sales Director for Corporate, Travel and Health at Mondial Assistance UK, says, "By expanding the range of cover available to HSBC Advance customers, we aim to assist HSBC in developing and maintaining higher levels of customer care and in turn, loyalty and retention. We will continue working closely with HSBC to enhance the customer experience, delivering a quality of service and care that helps HSBC remain a class apart."

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Mondial Assistance: an intervention every 2 seconds around the world.

International leader in Assistance, Travel Insurance and health, life & home care services, today the Mondial Assistance Group counts more than 10 231 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

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