

News Release

MONDIAL UK HELPS CORNHILL DIRECT BUILD BRAND WITH BESPOKE ROADSIDE ASSISTANCE

Customer services and relationships expert, Mondial UK, is playing a key role in helping Cornhill Direct enhance its brand offering and strengthen customer satisfaction. Through its 3 year contract with Mondial, Cornhill Direct has rebranded its motor assistance service Cornhill Direct Rescue and is already benefiting from its move to offer a bespoke service. This partnership is part of Mondial's expansion of motor services into the insurance marketplace and demonstrates its success in supporting customer services and relationship initiatives.

Customers receive the Accident Recovery package as standard within their motor insurance policy and are given the option to purchase Cornhill Direct Rescue for full roadside assistance cover. The service uses Mondial's proven infrastructure, which has been developed over the past 25 years to support its motor manufacturer and insurance schemes, which cover over 1.5 million drivers. A closely monitored network of recovery agents adhering to strict service levels, combined with Mondial's experienced Co-ordinators and a significant investment in leading edge call centre technology ensure that Cornhill's customers receive the highest level of service.

"This is the first time we have used our own brand for our assistance service, but Mondial has proven to be an excellent partner for Cornhill and this builds on an already strong relationship," says Ian Firth, Operational Underwriting Manager, Allianz Cornhill Personal Lines. "The response to the service from our customers has been very positive, helping to enhance our brand experience.

"We now have access to comprehensive customer management information which enables us to fully understand the scheme's usage and its benefits to customers. By offering a bespoke service our customers receive a new level of care and satisfaction and we look forward to working closely with Mondial to ensure its ongoing development."

Mondial produces bespoke monthly Management Reports via EDI to Cornhill through its data warehouse facility. This provides valuable information that will allow proactive management of scheme performance. Thorough data analysis also offers the opportunity to investigate future developments and implement service innovations.

Comments, Claire McKinnon, Sales Manager for Mondial UK, "The success of the service to date demonstrates the strength of the relationship we have

developed with Cornhill over recent years through the provision of a range of services to them, including property assistance and travel insurance. Both Cornhill and their customers are benefiting from Mondial's expert provision of roadside assistance."

Ends

June 2005

Note to Editors

The Mondial Assistance Group, part of the world's largest insurance company Allianz of Germany, provides customer care contact to over 200 million individuals world-wide. Many of the world's leading blue-chip organisations benefit from Mondial Group services each year, ranging from Motor Assistance, Customer Information and Care Contact, Marketing Programmes, Fulfilment, Breakdown and Accident Management, Warranty Services, Travel Insurance and Assistance, Property Assistance and Advice Lines.

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