



# News Release

## **ZUJI and Mondial offer travel insurance online**

Asia Pacific's 'Best Online Travel Agent', ZUJI, and the World's leading travel insurer Mondial Assistance Group, have formed an exclusive partnership allowing consumers to buy travel insurance online throughout Asia-Pacific.

Consumers can purchase their travel insurance cover via ZUJI travel agency sites in Singapore, Hong Kong, Australia, New Zealand, Taiwan and Korea. Stand-alone medical and cancellation insurance products will also be offered.

In the United States, around 20 percent of online travellers take up medical insurance before they travel. ZUJI and Mondial Assistance anticipate a similar, if not higher, response from Asia-based travelers. Indeed, early results indicate that 14 percent of ZUJI Singapore's and 23 percent of ZUJI Australia's customers bought travel insurance when offered it in the 'check out' path.

ZUJI's general manager of partnerships, Chad Howard adds, "Until now, booking travel insurance online in Asia-Pacific has been an unwieldy process. ZUJI has changed that. By the development of exclusive technology for the purpose, ZUJI can now facilitate online purchase of comprehensive travel insurance from Mondial Assistance."

Concludes Steve Hook, Director of Corporate and Travel at Mondial UK, "UK trends suggest that depending on the nature of the booking and the final destination, the sales penetration of travel insurance to bookings can vary by as much as 3 percent and 20 percent. This depends on how easily the insurance is made available to the customer and their confidence in the insurer. The level of conversion is also different according to the distribution channel, but the results already recorded by ZUJI indicate an untapped market in Asia-Pacific."

Mondial UK continues to build on its online travel solutions. Its 'dynamic packaging' concept, which automatically calculates a customer's insurance as they book their flight online and gives them the option to buy, has been a significant success for all our online clients. More recently, cementing its position at the forefront of online travel and insurance sales, Mondial UK signed a contract with the leading text-based service provider, Text2Insure to offer its customers the chance to buy insurance cover, instantly, by a simple SMS text message.

END

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### ***Note to Editors***

Mondial UK is a leading provider of customer support services to the motor and travel industries, insurance companies and other blue chip organisations. As a member of the global Mondial Assistance Group, Mondial UK provides services to customers 24 hours a day, wherever they are all over the world.

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 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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