



DIRECT LINE PROMOTES INCLUSION AND ACCESSIBILITY IN CUSTOMER SERVICE WITH A NEW VIDEO INTERPRETATION SERVICE FOR DEAF PEOPLE

- This service, provided in sign language, aims to improve accessibility and attention to this group, offering a direct and efficient communication channel with the company.
- The new service allows both customers and non-customers with hearing disabilities to make inquiries related to Línea Directa's services and products, including purchasing insurance, checking policy conditions, reporting accidents, or requesting roadside assistance, among many others.
- The operation of the service is simple and effective. Users can access the sign language video interpretation platform from the company's website, where they will communicate with Línea Directa through a Fundación CNSE interpreter via video call. The interpreter translates the conversation into sign language for the deaf person in real-time, with a team of Línea Directa operators specially dedicated to this service.
- This new customer service channel has been launched in collaboration with Fundación CNSE (Confederación Estatal de Personas Sordas) to ensure quality and personalized attention that meets the communication needs arising between deaf or hearing-impaired people—around 1.2 million in Spain—and hearing people.
- This initiative is part of Línea Directa's sustainability strategy and is included in the Group's 2023-2025 Sustainability Plan, aiming to promote accessibility, inclusion, and equal opportunities among all types of groups.

Madrid, 27 December 2024. [Línea Directa Aseguradora](#) has taken another step in customer service with the launch of a **new sign language video interpretation service for deaf people**, following its roadmap to improve accessibility and inclusion for all types of groups. This service will be provided in sign language and allows both **customers and non-customers** with hearing disabilities to make inquiries related to Línea Directa's services and products, including purchasing insurance, checking policy conditions, reporting accidents, or requesting roadside assistance, among many others.

The operation of the service is very simple. **Users can access the video interpretation platform from the company's website**, where they will communicate with Línea Directa through a Fundación CNSE interpreter [via video call](#). The interpreter translates the conversation into sign language for the deaf person in real-time, with a team of Línea Directa operators specially dedicated to this service.

This new service, launched in collaboration with **Fundación CNSE (Confederación Estatal de Personas Sordas)**, ensures quality and personalized attention that meets

the communication needs arising between deaf or hearing-impaired people—around 1.2 million in Spain—and hearing people. The video interpretation service allows deaf customers **to manage their claims autonomously and efficiently, eliminating communication barriers that have traditionally hindered these processes.** Additionally, non-customers can use this service to obtain detailed information about all the company's products (motor, home, health, pets, personal mobility vehicles, etc.).

This new communication channel between deaf people and the company adds to the existing ones, **reaffirming our commitment as a digital company.** Customers have already been able to open claims and manage their incidents efficiently through our App, which includes a chat service for personalized attention. **This new service is another step towards making our digital channels accessible.**

This initiative is part of **Línea Directa's sustainability strategy**, which seeks to promote accessibility, inclusion, and equal opportunities. This video interpretation service is an example of its commitment to advancing sustainable services and promoting ESG dimensions and is part of the actions included in **the Group's 2023-2025 Sustainability Plan.**

According to **Mar Garre, Director of People, Communication, and Sustainability** at the company, "at Línea Directa, we are taking another step in customer service to make it more inclusive and accessible with this new video interpretation service for deaf people. We are proud to offer a tool that truly facilitates the lives of many people with hearing difficulties, both customers and potential customers of the company, and to offer an accessible and universal communication tool in collaboration with Fundación CNSE that adds to the existing communication channels, thus reaffirming our commitment as a digital company".

This initiative applies to the following **Sustainable Development Goals**:



About Línea Directa Aseguradora

Línea Directa Aseguradora is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, homes and health. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking.

For **more information**: <https://www.lineadirectaaseguradora.com/>

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