



PRESS RELEASE

LÍNEA DIRECTA CERTIFIED AS TOP EMPLOYER 2020

- **Línea Directa Aseguradora has been accredited as the Top Employer 2020 company in Spain, an independent international certification that recognises the best companies as regards people management.**
- **The company has received the seal of Top Employers Institute after passing a rigorous assessment of more than 600 practices, analysing all areas of Human Resources: Attracting and developing talent, leadership, compensation and benefits, corporate culture, and more.**
- **By sector, Línea Directa Aseguradora is one of eight insurance companies that have been certified in Spain this year by this benchmark international authority.**
- **Línea Directa, which currently has more than 2,400 employees, is committed to personalising all of its processes, putting people at the centre and designing an employee journey that pays special attention to experience and emotions.**

Madrid, 6 February 2020.- [Línea Directa Aseguradora](#) has been officially certified as **Top Employer 2020** in Spain by [Top Employers Institute](#), a benchmark global authority that acknowledges the most outstanding organisations for their **excellence** in the area of **people management**. The company has become one of the eight insurers that have been certified in our country this year by this independent international watchdog.

To obtain this prestigious seal, Línea Directa successfully passed the **demanding assessment** set by Top Employers Institute in its global *HR Best Practices Survey*. The company has been audited in more than 600 practices in various areas, such as talent strategy, onboarding, learning and development, leadership, corporate culture, and more. The organisation highlighted the exceptional working conditions offered by Línea Directa, and its **talent promotion** at all levels and its **constant progress in improving its people-related policies**.



The Top Employers Institute's global certification programme has already acknowledged more than 1,600 organisations in 119 countries across five continents.

Línea Directa Aseguradora, with more than 2,400 employees, has obtained this distinction through important initiatives and its commitment to personalising all of its processes, putting **people at the centre** and designing an **employee journey** that pays special attention to experience and emotions. The company also runs projects for training in new methodologies, such as agile and collaborative methods (design thinking, kanban...), promotes *smart working*, offering spatial flexibility, and fosters and prioritises internal talent with an average of almost 100 promotions or transfers a year.

Mar Garre, Director of People and Internal Communication, comments that, "Being a Top Employer company is an acknowledgement of our people management model, a model that has both 'brains and a heart', combining professional ambition and a demand for results with sensitivity and empathy in HR policies. We want people to find Línea Directa much more than just a place to work."

About Línea Directa

Línea Directa Aseguradora is wholly owned by Bankinter. It is currently the 5th largest car insurer in Spain and specialises in the direct sale of car, motorbike, corporate, freelancer and home insurance. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking. It also offers health insurance, through a new brand built on digitisation and rewards for policyholders.

Línea Directa has also received the following acknowledgements: Empresa MásHumana, EFR, Eje&Con, Telefónica Ability Awards, Fundación Integra, Madrid Excelente, Merco Talent

For **more** information, please contact:

Línea Directa Aseguradora - <http://info.lineadirecta.com>

Santiago Velázquez

santiago.velazquez@lineadirecta.es
Tel.: 91 807 20 15/682 196 953

Beatriz Acevedo

beatriz.acevedo@lineadirecta.es
Tel.: 91 807 20 44/636 658 641

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