



linea directa

**PRESS RELEASE**

#MoreDigitalMoreUseful

## **LÍNEA DIRECTA DEALS WITH 75,000 CLAIMS BY WHATSAPP IN ONE YEAR**

- **Línea Directa Aseguradora was the first company in the sector to provide this type of service through WhatsApp. It has received more than 211,000 images from its customers through this app in a year, arranged direct appointments with garages and exchanged more than 300,000 messages with its policyholders.**
- **The WhatsApp service is part of the insurance company's Digital Transformation Plan. It is available in all the company's own and participating garages and allows its users to select the garage they wish to use, schedule appointments for repairs to their vehicles, receive real-time information about the state of the repair and send photos of their claim for subsequent damage assessment.**
- **The company plans to double the motor vehicle claims processed through this pioneering channel in 2021, and will extend this service to home insurance this year.**

**Madrid, 11 November 2020.** Digitisation is now really here to stay. Consumers are increasingly demanding digital products and services that fit with their lifestyles. This is also true for WhatsApp, which has more than 2 billion users worldwide and has become indispensable for everyone. As part of its commitment to adapt to the needs of its customers, Línea Directa Aseguradora launched its first corporate WhatsApp for its car policyholders in July 2019. A year later, **more than 75,000 claims have already been processed through this channel.**

Línea Directa Aseguradora was the **first company in the sector to provide this type of service through WhatsApp.** It has received more than **211,000 images from its customers through this app in a year**, arranged direct appointments **with garages** and exchanged more than **300,000 messages with its policyholders.**

This WhatsApp service was launched last year as part of the insurance company's Digital Transformation Plan. It is available in all the company's participating garages and in its own garages in Madrid and Barcelona. It allows users to **choose the garage** they want to use **and to schedule appointments** for repairs to their vehicles. It enables them to follow real-time information about the state of their vehicle repair and to send photos **of their claim for further assessment of the damage.** Línea Directa Aseguradora allows its customers to process claims for car accidents with an average of just four WhatsApp messages. In this way, the company is



**streamlining the processing of claims and facilitating communication with customers at an important time for them.**

### **WhatsApp to be used for home claims**

Línea Directa Aseguradora **plans to double the motor vehicle accidents processed through this channel in 2021, and will extend this service to home claims** later this year.

"The very satisfactory data in the year since the launch of the WhatsApp channel for processing motor vehicle accidents show that the ways we do things are changing. As a company that is leading digitisation, we will continue to offer services that adapt to the needs of our policyholders in an increasingly connected society that is seeking to optimise time, effort and resources", **said Ana Sánchez Galán, Chief Information Officer (CIO)**. "That's why we are developing WhatsApp claims processing for home insurance, in line with our philosophy of being 'More Digital, More Useful'."

*Find out how to manage car accidents with Línea Directa Aseguradora through WhatsApp by clicking this [link](#).*

### **About Línea Directa**

[Línea Directa Aseguradora](#) is wholly-owned by Bankinter. It is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies and the self-employed, and homes. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCOS Companies ranking. It also offers health insurance, through a new brand built on digitisation and rewards for policyholders.

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