



LÍNEA DIRECTA COLLABORATES WITH THE INSTITUT CATALA DE SALUT BY ASSIGNING OPERATORS FROM ITS CALL CENTRE TO HELP IN THE CORONAVIRUS CRISIS

- **The insurance company has made 50 operators from its contact centre available to the Institut Català de Salut (ICS), part of the regional government of Catalonia, to help with information services for the public and support the ICS's telephone services during this crisis.**
- **These telephone operators will be available from Monday to Friday, from 8.00 to 22.00, and at the weekends in morning, afternoon and night shifts. They will assist the public with questions about care at ICS facilities.**
- **This new collaboration between Línea Directa and the Institut Catala de Salut adds to the action last week in which the insurance company assigned almost 50 cars from its fleet for the transport of health services during the COVID-19 state of emergency.**

Barcelona, 7 April 2020. The number of infections and deaths continues to grow every day in this coronavirus crisis. Catalonia is one of the worst affected regions in Spain. In the face of this health emergency, Línea Directa Aseguradora has decided to expand its **collaboration with the Institut Catala de Salut**, part of the regional government of Catalonia, **by making part of its** contact centre available.

The insurance company, which basically operates and interacts with its policyholders by telephone and the internet, will make available 50 telephone operators to be trained and **work with the public information services in the coronavirus crisis, following appropriate technical adaptations with the Institut Català de Salut.**

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All of Línea Directa's workforce - more than 2,400 workers - **has been working from home** since 14 March, including telephone its services. This partnership will also be provided remotely. This service will be available in various day, afternoon and night shifts, during working days and at the weekend. In some cases **bilingual Catalan-English operators will be available.**

This initiative is in addition to others that Línea Directa has implemented over recent days **for its employees, customers and institutions.** Some of these include: flexibility in insurance premium payments for the self-employed; remote working for the entire workforce; normal telephone assistance and services for customers; and an

institutional campaign broadcast on television to support the public with a positive message to end the coronavirus.

Miguel Angel Merino, CEO of Línea Directa Aseguradora, said: "we are very proud to be able to collaborate with the Institut Catala de Salut, part of the regional government of Catalonia, in what we do best, by putting our telephone systems and contact centre at the service of the public. This collaboration is in addition to making part of our fleet available to the health services of Catalonia. We will continue to work together to bring an end to the coronavirus as soon as possible".

About Línea Directa Aseguradora

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 MERCO Companies ranking. It also offers health insurance, through a new brand built on digitisation and rewards for policyholders.

For **more information and to view the full study:** <http://info.lineadirecta.com/>

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