

## Care Services

The Most Comprehensive Suite of Services to Enhance Your Customers' Lives

Travel Assistance • Homecare Services • Identity & Cyber Protection • ScamAssist • Beneficiary Companion

A custom-designed Generali Global Assistance (GGA) program delivers immediate value, ongoing positive engagement, and the ultimate peace of mind for your customers. Create a premium offering that truly stands out in the ever-competitive marketplace to retain more of your current customers – and, attract new ones too.

**One of GGA's first-ever identity protection clients sees an average of 2% higher retention of customers using our services.**

# Generali Global Assistance's Care Services

## The Most Comprehensive Suite of Services to Enhance Your Customers' Lives

Customer retention is fundamental to the success of any company – including yours. And while there are many factors to stimulate it, one of the best ways to do so is to provide your customers with value-added products and services that not only “fit” where they are in their lives, but ones they will actually use. These services naturally improve their experience with your company, helping to strengthen customer loyalty and position you as a forward-thinking market leader. The care services available through Generali Global Assistance are a tangible demonstration to your customers that you are constantly keeping them top of mind and are actively seeking unique ways to improve their lives. And that's a company your customers will want to stick with – for life.

### Benefits of a GGA Care Package

Increase customer **retention & brand loyalty**

**Gain new customers** by enhancing your existing product portfolio

**Convert competitor's customers** by differentiating your company in the marketplace

Engage your customers from day one through **ongoing positive touchpoints**

Reinforce your image as **a caring, forward-thinking partner** to your customers

Encourage **brand advocacy & reinvestment**

Delight your customers with **easy-to-use services** they will take advantage of for years to come

# Identity & Cyber Protection

## Award-winning Assistance for Top Consumer Issues

GGA's award-winning identity & personal cyber resolution services provide your customers with ultimate peace of mind so they can focus on what really matters in life. Our U.S.-based, certified Resolution Specialists and online resources are available 24/7/365 to educate customers about how identity theft and cybercrimes occur, as well as provide tips and tools to help keep their identity and digital privacy secure. We'll also provide data recovery and clean-up assistance, as well as home internet security restoration, so your customers and their families can rest a little easier while using the Internet. With fraud and cybercrime victims increasingly suffering more complicated case types, having our expert Resolution Specialists to turn to should the unthinkable happen is invaluable.



### Protect

Defend personal information and secure your devices



### Detect\*

Track identity risk levels and detect fraud early



### Alert\*

See suspicious activity and take action immediately



### Resolve

Repair problems quickly and easily with help from GGA's experts

**Today, 60% of consumers say they are likely to purchase identity theft protection in the next two years, followed by 54% looking to purchase cyber protection<sup>1</sup>.**

1 Generali Global Assistance, ID Theft & Cyber Crime Research, Benenson Strategy Group, 2020

\* Available with programs including online identity protection portals.

# ScamAssist®

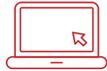
## A Resource to Reduce Risk

Cons and scams are nothing new, but they remain effective – Americans lost a total of \$1.2 million to scams in 2020, with \$850 lost per victim on average<sup>1</sup>. As consumers have shifted to more convenient ways of managing their personal finances such as email, websites, and smartphone apps, scammers have followed with techniques that are increasingly sophisticated and more difficult to discern.

GGA's U.S.-based ScamAssist Specialists act as trusted advisors by helping your policyholders identify which solicitations are deceptive in today's fraud-filled world and advise on how to proceed. Within 24 hours, our specialists will:



Scrutinize messages customers have received for signs of fraud



Research any organization a solicitation claims to be from



Compare offers to known scams and phishing schemes



Provide a written assessment of the believed level of legitimacy

**Imposter scams were one of the top consumer complaints in 2020, with 1 in 5 victims dealing with a monetary loss<sup>1</sup>.**

<sup>1</sup> Federal Trade Commission, Consumer Sentinel Network Data Book, 2020

*The service provider is not responsible or liable for the availability, safety, accuracy, or effectiveness of the techniques, products, tools, or resources used by the service provider in its ScamAssist service, and your access and use of ScamAssist is entirely at your own risk.*

# Homecare Services

## A Portal Platform That Facilitates Human Care

Increasingly more adults are faced with the difficult decision of moving their aging loved ones to assisted living facilities or keeping them at home where they often prefer to be. For those who choose the latter, 66% struggle to provide care and have had to make some type of adjustment to their work-life – some giving up work entirely<sup>1</sup>.

Our Homecare Portal is an immediate benefit that customers can take advantage of to ensure their loved ones receive proper homecare, eliminating stress and helping to live happier, longer lives. Your customers will benefit from:



### Customer Care Matching

Dedicated Care Advisors connect members with caregivers matched to their specific needs



### Control and Flexibility

Customers can choose the caregiver and create a custom care schedule



### Safety and Security

Professional caregivers are screened, bonded, and have state and federal background checks



### Cost Savings

Customers can save up to 50% compared to traditional agencies

**By 2060, the number of seniors in America will nearly double the current percentage of seniors and will make up an incredible 23% of the total population<sup>2</sup>.**

<sup>1</sup> National Alliance for Caregiving in Collaboration with AARP, Caregiving in the United States  
<sup>2</sup> U.S. Census Bureau, Population Projections

# Beneficiary Companion

## A Service with Survivors in Mind

At a time of loss, the last thing survivors want to do is make phone calls and handle paperwork. With GGA's Beneficiary Companion, they don't have to. We'll take care of the administrative details involved in closing one's life legacy, including memorializing or closing social media accounts, relieving the stress of paperwork, and allowing beneficiaries to focus on the healing process.

The unique and personal service provided by Beneficiary Companion sends a powerful message to your customers about how you care for them and their families. Reinforce your image as a caring, trusted partner to your customers with Beneficiary Companion by:



Providing supportive guidance and assistance during a difficult time



Enabling beneficiaries to focus on time spent with family and grieving



Relieving beneficiaries of the stress and aggravation of time-consuming paperwork and details

**The average survivor has to contact at least 12-15 entities immediately after a loved one passes<sup>1</sup>.**



<sup>1</sup> Generali Global Assistance, Resolution Center, 2021

# Travel Assistance

## A Premier Travel Support Program

Traveling to foreign countries can be exciting, but when the unexpected happens, the entire experience can quickly go awry. Consumers want to depend on reliable companies for scary situations such as these, but very often, no such service exists. With 35 24/7 multilingual assistance centers, GGA provides assistance for all travel and medical needs your customers may have when traveling.

Your customers can count on us, no matter where they are in the world. With the largest operational footprint in the assistance industry, supported by a network of agile, on-the-ground medical and logistical assets, our travel assistance services handle it all – from trip interruption assistance to emergency medical evacuations, GGA has the depth of knowledge and resources to handle any crisis.



Medical and  
travel assistance  
services



Pre-trip  
assistance  
services



Emergency  
transportation  
services



Travel guidance  
and advice

**We handle one assistance case every two seconds around the world and manage 10,000 medical transports annually.**



# Solutions for Life's Challenges

## Identity & Cyber Protection

- C Your customers likely have a number of internet-connected devices on their home's WiFi that may be putting their personal information at risk, potentially leading to stressful theft and fraud issues.
- S Give your customers 24/7 support from Cyber and Identity Theft Resolution Specialists so that they can get back to living life to its fullest.

## ScamAssist®

- C One in five people targeted by an imposter scam in 2020 suffered a monetary loss<sup>1</sup>.
- S We'll take solicitations your customers receive, perform expert research on them, and deliver case-by-case threat assessments.

## Homecare Services

- C Caring for elderly family members can have a significant financial impact for many, particularly when it means giving up hours at work or being forced into early retirement.
- S GGA's Homecare Portal empowers families to easily find, hire, manage, and pay caregivers online with 500,000+ caregivers across the country.

## Beneficiary Companion

- C While life insurance policies will provide financial support and emotional counseling for survivors, that still leaves them with a long list of administrative tasks to complete.
- S Offer relief for the confusion and frustration that many face while trying to manage a loved one's final matters.

## Travel Assistance

- C Traveling can be fun and rewarding, but even a small medical situation can be catastrophic. Most consumers don't know where to turn in those scary or "just-in-case" moments.
- S Let your customers depend on us; with a 24/7 travel assistance program that operates in 200 countries worldwide, GGA will bring your customers from distress to relief – anytime, anywhere.

<sup>1</sup> Federal Trade Commission, Consumer Sentinel Network Data Book, 2020

# Why Generali Global Assistance?

We have developed our services with the core focus of helping to improve the lives of our clients and their customers and/or employees. At Generali Global Assistance, we call it being people-first.

## **Global Experience that Feels Boutique**

Our strength and stability is matched by our dedicated and personalized approach to helping each client achieve their business goals. We understand one size does not fit all, and that's why we specialize in our clients' businesses by offering customized marketing and program development support.

## **Customizable Solutions that Remain Competitive**

Partnering with GGA provides clients' customers and/or employees with the protection they are seeking while positioning our clients as market leaders. We specialize in offering customizable solutions at competitive prices that will best enable our clients to deliver premium services consumers actually value and will use for years to come.

## **Powerful Technology with Personal Preference**

We provide comprehensive identity and cyber protection technology for customers with the ability to choose how and when to engage. This flexibility gives customers the peace of mind they are seeking, in a way that best fits their lifestyle.

## **Serious Service from Compassionate People**

While many companies focus on data protection alone, we are dedicated to the well-being of the person behind the data. Our award-winning, U.S.-based cyber and identity resolution experts go above and beyond to ensure that the recovery process is as quick and easy as possible.

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The right ecosystem of products and services can **transform your product portfolio into a highly successful offering** designed for today's consumer. Demonstrating a better understanding of your customer base by delivering unique and valuable services your customers didn't know they needed can be as simple as adding the right package of GGA care services.

Respond to today's threats, address your customers' needs, and fortify your brand reputation in the marketplace with the help of Generali Global Assistance.



Generali Global Assistance (GGA) has been a leading provider of identity and cyber protection solutions, travel emergency and support services, beneficiary, and other assistance services for more than 50 years. Offering a full suite of care services, GGA has become the trusted partner to many leading Fortune 500 companies across the globe. While each client relationship is personal and unique, our goal remains the same: to improve people's lives in the most difficult and stressful of situations, providing peace of mind and independence. GGA is part of the multinational Generali Group, which for over 190 years has created a presence in 50 countries with over 72,000 employees.