



17.10.2017  
PRESS RELEASE

## Generali Group Switzerland is launching its digital customer portal

- Generali Group Switzerland launched its digital customer portal. This measure is intended to help with the ongoing modernisation of the Group's business model, which focuses heavily on innovation and digitisation.
- The digital portal gives Generali Switzerland customers access to an overview of the Group's products at any time and the ability to look up further information via the Generali website or via the app on all mobile devices.
- The new customer portal is designed around the needs of the customers. In order to fully meet their expectations, all customers are invited to provide feedback. Generali uses this feedback to continuously develop the customer portal and improve it according to the customers' requirements.

Every customer gets a personal, digital profile on Generali Switzerland's digital customer portal. They can log in via the Generali website or via the "MyGenerali" app.

The portal gives the customer an overview of their policies and the ability to see more information – for example, the progress of a pending claim for damages. They can also obtain information about upcoming payments and those already paid. The customer can also find out about new products and calculate their premiums and save their offers. For example, insurance for an event can be easily completed using the "MyGenerali" app.

"The digitisation of the customer portal contributes to the ongoing modernisation of our business model," says Andreas Krümmel, CEO of the Generali Group Switzerland. "On the other hand, we want to offer our customers an innovative and forward-looking service."

In order to meet customer expectations, users of "MyGenerali" are invited to provide Generali with feedback on the new platform. Generali will use this feedback to continuously further develop its customer portal and to also improve it in line with customer requirements.

Generali (Schweiz) Holding AG  
Media Relations  
T +41 58 472 41 60  
F +41 58 472 44 25

media.ch@generali.com  
generali.ch



## **ABOUT GENERALI**

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016. With over 74,000 employees in the world, and 55 million clients, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2017 Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

In Switzerland, Generali has stood for individual insurance solutions in every kind of living situation for 140 years. Almost one million customers depend on the reliable protection it provides from a single source: from property, legal and life insurance to comprehensive pension solutions, as well as attractive fund and bank products. Generali (Switzerland) Holding AG runs its business through its subsidiaries in two different seats, one in Adliswil and the other in Nyon. Around 2,000 employees provide qualified advice and excellent service.