

# Introduce Travelers customers to MyTravelers.com

## Top 5 Reasons to Promote MyTravelers.com:

- 1** ▶ **Consumers want online service.** Online self-service is becoming increasingly important to consumers. One recent report shows 90 percent expect online self-service when making a purchasing decision.<sup>1</sup>
- 2** ▶ **Range of online service options.** Your customers will have easy access to policy, bill and claim information, they will be able to:
  - Report an auto, home or boat claim
  - Pay their bill
  - View, download and print auto ID card(s)
  - Check their coverage
  - Check their effective date
- 3** ▶ **24/7 customer service.** Customers want information on their own terms and time. The challenge is that, in many agent offices, customer service representatives are not available 24/7. MyTravelers.com presents the opportunity for you to offer customer service, 24/7, providing you with a distinct competitive advantage.
- 4** ▶ **Increase customer retention.** According to J.D. Power & Associates and Forrester, a great online experience is a key contributor to customer satisfaction, which improves retention rates.<sup>2,3</sup>
- 5** ▶ **Increase agency efficiency.** Make the most of your valuable time and resources with MyTravelers.com. Let MyTravelers.com offer these services to your customers so that you can spend more time growing your business. Your business benefits from every timesaving practice you put in place.

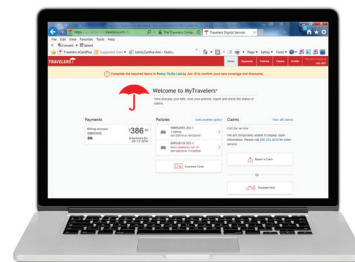
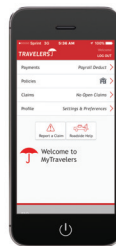
### The Evolving Consumer...

90 percent of consumers expect online self-service when making a purchasing decision.<sup>1</sup>

Over 75 percent of customers prefer to use self-service.<sup>2</sup>

A great online experience is a key contributor to customer satisfaction, which improves retention rates.<sup>2,3</sup>

MyTravelers.com  
is your customer's  
source for quick, easy,  
paperless service



Contact your sales executive today to learn more.

<sup>1</sup> Global State of Multichannel Customer Service Report, 2015

<sup>2</sup> Forrester Survey, The State of Digital Experience Delivery, 2014

<sup>3</sup> J.D. Powers, Insurance Digital Evaluation Study, 2016

#### travelers.com

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