

Hearing Aid Insurance

All you need to know



In partnership with

ASSETSURE



hearingcare
feel good

Introducing the new 30 days free insurance offer

Boots Hearingcare are excited to announce a fantastic new 30 day free insurance policy. Our partners Assetsure are providing ethical hearing aid and accessories insurance that entitles customers to cover their device(s) against accidental loss (including unexplained disappearance), theft and damage from the moment they leave the store. Customers will be informed of the free insurance at the point of sale.

This means that all new customers will be covered at a time when they're more prone to loss or damage; when they're becoming accustomed to life with hearing aids. There is no obligation for customers to carry on their insurance policy after the free 30 days, although they will have the opportunity to continue the policy for a further 11 months with minimal hassle.

The policy is underwritten at Lloyd's of London and, if any device(s) need replacing or repairing through a claim, Assetsure will refer the customer back to us. We hope that customers will see the benefit of this new offer and we will provide feedback on how successful the insurance offer has been once it has been rolled out across our stores.

A handwritten signature in black ink that reads "M King". The letters are cursive and fluid, with a large 'M' and 'K'.

Matt King
Managing Director

Our customers hearing is extremely valuable...

That's why we've teamed up with Assetsure to provide our customers with 30 days free insurance cover for their new hearing aids.

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Audiologist Support Line
Any questions call Assetsure.

0207 305 5601

This number is exclusively for Audiologists

How Does it Work?

In-store

Our regulatory status with Assetsure is “Introducer”. Insurance is a regulated product and we must ensure that we do not advise customers on the best course of action relating to cover or indeed try to sell the insurance cover.

However it is vital that we inform the customer that the 30 days free insurance is included in the purchase of their device(s).

Assetsure will provide all locations with leaflets to be handed to customers explaining the cover. The customer can then contact Assetsure if they wish to extend for a further 11 months.

Please note you can assure the customer that Assetsure will not pass their details on to any third party.

Boots Hearingcare Intranet

You can refer to the Boots Hearingcare Intranet for information regarding the insurance process.

Eligibility

- The wearer must live in the United Kingdom.
- The wearer must be over 18 years of age.

Underwriters

The insurance is fully underwritten by various syndicates at Lloyd’s of London.

Assetsure

Assetsure is a trading name of Hildon Park Limited Registered in England & Wales with Company Number 08223911. Authorised and Regulated by The Financial Conduct Authority FCA, registered number 592997

The Customer Journey

We've teamed up with Assetsure to provide our customers with 30 days free insurance cover for their new hearing aids.



1. Customer is fitted with their new hearing aid.



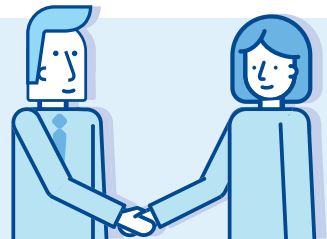
2. Post sale script is read to the customer to explain the offering and what it means.



3. A leaflet and contact card. is handed to the customer which explains what happens next.



Happy customer leaves fully covered for 30 days



The Post Sale Script

Script to be read to customer before they leave with their new device(s). Plus a small leaflet and card to explain what happens next.

Hearing aids are small devices that can be easily lost or damaged. As part of our service, we have arranged for Assetsure to provide 30 days free insurance.

This cover means you'll be protected for loss or damage from the moment you leave the store. To provide this cover, we need to send basic details to our insurer, Assetsure. To comply with the data protection act we have to ask your permission.

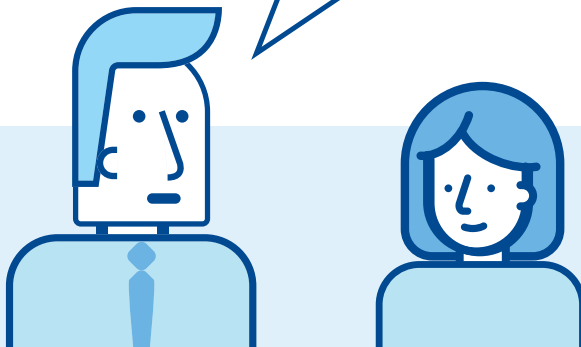
Is this ok?

If No...

No further action to be taken.

Assetsure will email policy documents within 24 hours, including the opportunity to extend to an annual policy.

If you don't receive your policy documents or have any queries, this leaflet and card contains all the contact details.



FAQ's

Below are answers to common customer questions. Remember for any queries you can call Assetsure.

Is this just for new customers?

No you can introduce existing customers to Assetsure as well, there is no requirement that the device(s) to be insured is brand new.

Can we handle a claim?

No all claims must be referred to Assetsure. Details are explained in the promotional material.

It's a simple claims process that is handled in full by Assetsure

The insurance is subject to the customer being a UK Resident and over the age of 18.

What does the policy cover?

The policy covers Accidental Damage, Theft and Loss, which includes unexplained disappearance.

Are there any exclusions?

This policy has very few exclusions to cover. The main peril that is excluded is damage caused to the item whilst in water (showering, bathing, swimming).

Is there any excess?

Within the 30 day period an excess of £100 will apply.

However, customers who extend their policy will benefit from reduced excesses of between £25 - £50.

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How do customers claim?

It's a simple claims process that is handled in full by Assetsure.

1 - Customer calls Assetsure on the dedicated claims line.

Please note this is not the Audiologist support line.

2 - Assetsure verify claim

3 - Claim accepted

4 - Assetsure refer customer to Boot Hearingcare for a replacement device(s).

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In store promotions including point of sale.

It's important that the message is clear and consistent across all the customer touch points. Each store will be supplied with posters and flyers to promote the free offering.



Example posters and flyers



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Data Protection Act

Use of Data

Customer data at Assetsure is stored exclusively for the provision of providing contracts of insurance and settling claims. Assetsure do not store any data that is not relevant. Assetsure will under no circumstances sell customer information to third parties.

Both the store and Assetsure acknowledge and agree that the transfer of personal data from the store to Assetsure will amount to "processing" for the purposes of both the existing Data Protection Act 1998 (DPA) and the General Data Protection Regulation (GDPR) (commencing May 2018).

Therefore the process in place between the store and Assetsure fully complies with the current and forthcoming Data Protection Acts.

In order to fulfil our commitment to your customers that they will receive insurance documents within 24 hours, it is vital we have the correct information.

Therefore, can you please ensure that care is taken when entering the email address and postcode. These are the two vital pieces of info that we require.

If we get this wrong, we will have to continually call you to verify a hearing aid was sold to a particular individual. Appreciate your cooperation in this important matter.

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Boots Hearingcare Intranet

www.bootshearingcareintranet.co.uk/hearing-aid-insurance

Useful Contacts for the Customer

For Sales Enquires Tel. 0208 003 3190

For Claims Tel. 0208 003 3193



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