



Connect Deals Proposition





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Set up to support SME growth

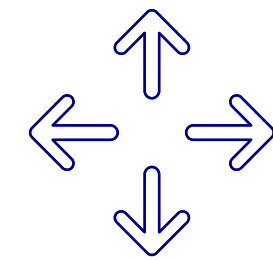
Many brokers partner with AXA Connect to protect their clients' businesses and trades, as they trust that we know what makes SME's tick.

We continually invest in our electronic trading proposition, products and award-winning Claims service – meaning you'll never get left behind!

Flexibility to suit you

We care about your future. That's why we've a variety of partnership options, so you can pick what best suits your business ambitions.

Having AXA Connect as an extension to your team, allows you to:



Utilise our trading flexibility to help you win more business and retain existing customers.



Access to dedicated underwriting teams who'll provide quick trading support through telephone and e-mail.



Maximise your profits from realising the benefits of growth opportunities and preferential remuneration.



Be supported by your Digital Business Development Manager who'll be on hand so you receive all the training, support and business updates, to embed the deal with your staff and ensure it's a success.



Suite of products to attract the right customers

AXA Connect gives you access to a range of SME products that are designed to be traded quickly and easily online, offering you fast, comprehensive and competitive cover. You'll also benefit from:

- Access to 8 products which provide cover for over 3,500 trades and professions.
- Widely distributed products for ease of trading directly with us through our Connect Extranet, or your software house of choice.
- Rewards and supports you in growing your business. You'll have direct access to sales, underwriting, claims and marketing experts, who'll ensure your business receives the best experience possible.





Backed by global experts



Partner with the
#1 global insurance
brand from 2009 to 2017 by Interbrand



105m
customers worldwide



Quote rate of more than
60%



Extensive digital underwriting expertise and knowledge



Shared expertise across
57 countries



153,000
employees

AA-
with stable outlook
by Standards &
Poor's in March 2021





Flexible ways to trade

We try to make trading as easy as possible for you. That's why we constantly seek to extend the distribution of Connect products, allowing you to trade through your platform of choice.

Product	Extranet	Acturis	Powerplace SME	SSP	Applied
Landlords	✓	✓	✓	✓	✓
Tradesmen & Professionals	✓	✓	✓	✓	✓
Business Choice	✓	✓	✗	✗	✗
Minifleet Choice	✓	✓	✓	✗	✓
Management Liability	✓	✓	✗	✗	✓
Offices & Surgeries	✓	✓	✓	✗	✗
Professional Combined	✓	✓	✗	✗	✗
Retailers	✓	✓	✓	✗	✗



Supported by the latest trading technologies

Our Extranet is packed with enhanced features to make it as convenient as possible for you to trade.

Our Connect Extranet offers:

- Quick Decision capability* lets you know in seconds if we'll be able to provide cover for your client, saving you time as you don't need to complete a full quote to know if this is something we'll trade on
- Visibility of your recent activity so you can easily go back to where you left off
- Quote versioning allows you to save different versions of quotes easily without completing new ones each time
- Validation summary highlights where errors have been made on the screen to help you progress to the next section of the quote
- Instant access to policy documentation which is written in AXA Clear language
- Simple navigation menus, making it easy to perform renewals and MTAs
- Free registration, which means you're not limited to a set number of users!

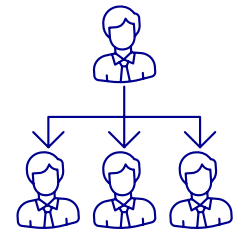


* Available through our Connect Extranet on Business Choice and Minifleet Choice.



Opportunities for growth

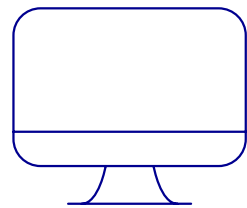
Are you looking to:



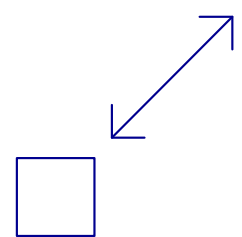
Grow your account?



Extend a particular product line or improve your business mix?



Move manual business online?



Consolidate your book of business to a smaller panel of insurers or to spread business across additional insurers?

Depending on the size of the commitment, we can offer you something in return (some examples below) but not limited to:

Offering		Reward	
✓	Price matching/discounting	✓	Enhanced earnings
✓	Commission change	✓	Additional credits for CII
✓	Cover enhancements	✓	Ignition and radar training
✓	Document branding	✓	Bespoke direct debit charge
✓	Contribution towards IT development	✓	Profit share
		✓	Work transfer fees
		✓	Growth rewards



Getting the most out of our partnership

Your business priorities become ours when we enter into a partnership. From agreeing your desired deal to day-to-day operations, you'll be supported by our team of experts to ensure we do all we can to make our partnership a success.

Your AXA team will:

- Consist of a dedicated Deals Manager for the duration of your agreement
- Provide regular product and system training for staff, delivered face-to-face or online
- Ensure you have regular site visits to help coach your staff and give them tips to make trading online even more efficient
- Comprise access to our dedicated underwriting team based in Bolton and Glasgow who'll provide quick answers on queries and great customer service, allowing your staff to better manage client requirements
- Continually monitor and provide regular performance updates of your deal with selected members of your management teams



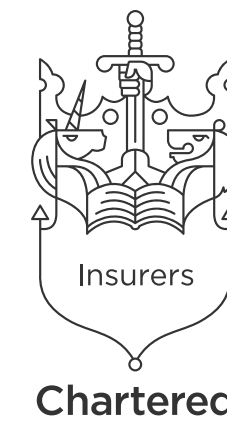


Your choice of benefits

Trading with AXA Connect not only provides you with great cover and experts, but gives you access to many services at no additional cost. Depending on the type of deal you have, you may benefit from:



Our partnering law firm rradar who provide legal, regulatory and risk management advice and support, proactively help thousands of businesses and AXA Management Liability policyholders. rradar understand and manage their risks, before they become a problem. rradar efficiently help your clients over legal hurdles should any arise.



Funding towards CII Regional Broker Academy workshops (with top-up funding if also Chartered).



Marketing support from an industry leader in broker marketing with a choice of services ranging from creative design, lead generation or social media training to grow your business and brand.



eServe is our web-based portal which can be accessed using a desktop or any smart mobile device, so that you can keep on top of your customers' claims on the go, at any time.



Submitting a proposal for consideration

We're constantly looking for ways to offer you a range of flexible eTrade options that will deliver great value to your customers and give you a compelling offering on cover, price and commission.

To help us assess how we can support you, we'd request you complete our quick SME Fact Find form.

This will help us establish the right type of deal for you, and consider what benefits we can apply to your existing and new online business, as well as any cases you already hold that we can migrate to eTrade.

[Access the SME Fact Find form here.](#)

Once complete, simply share with our deals team by emailing connect.deals@axa-insurance.co.uk

Once received, we'll aim to respond to you within 5 working days.

The screenshot shows the AXA Connect SME Fact Find form. At the top left is the AXA logo. Below it, the title "AXA Connect SME Fact Find" is displayed. A short introductory paragraph explains the purpose of the form. The form contains several input fields: "Name", "Phone", "Email", and "Broker Decision Maker". Below these are two larger text areas: "What is the total GWP of business currently transacted?" and "Which insurers do you trade with?". At the bottom, there are two more text areas: "Overview of commission levels paid by insurer:" and "Do you have an existing eTrade scheme?". At the very bottom, there are "Save" and "Submit" buttons, and a "Next page" button with a right-pointing arrow. A small note at the bottom left states: "*If applicable, only the enhanced commission are entered".



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