



Personal Lines Conversion and Retention ROI

Safer, More Secure, Stress Free Boating

CONVERSION

Recreational Marine policy holders in Personal Lines have been impressed by a carrier/broker offering the free Boat Fix 24/7 services with the policy.

Policy conversion increases with a meaningful sales differentiator that provides a high perceived value to the potential client.

RETENTION

The 'free Boat Fix value add services' get utilized during the year, creating delighted policy holders and higher retention levels in year 2 and onward.



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CONVERSION

The Top Five Features that Boat Fix Customers Love



The user-friendly Boat Fix App packed with essential features to remotely monitor and track their boat.



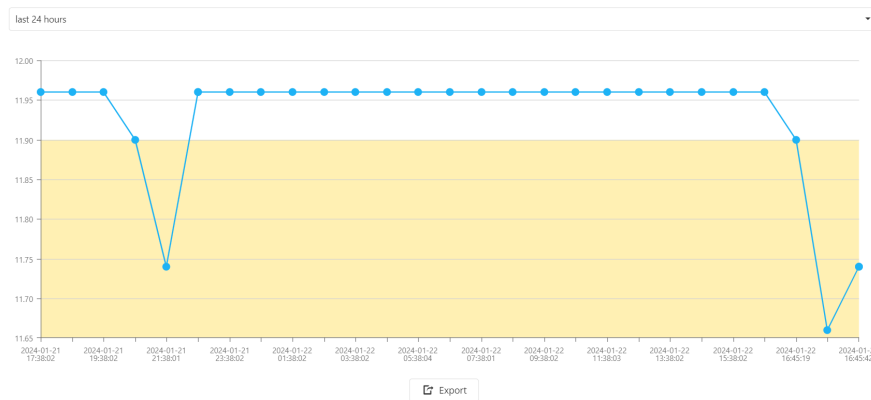
The Protect Mode feature to prevent theft or unauthorized use. A phone call in seconds if the boat is moved 100 yards without permission.



24/7/365 customer service where the phone is answered in seconds, in person – every time.



A free mechanic available on the phone around the clock, seven days a week to advise on engine problems.



Remote monitoring of battery voltage levels with low, dead low and ultra-high voltage alarms



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RETENTION

In a recent survey following a Boat Fix pilot, an Underwriter reported 100% customer satisfaction with the 24/7 Boat Fix service.



Boat Fix enjoys a renewal rate of over 95%.



92% of calls are received on weekends and holidays when most service centers are closed.



98% of incoming calls are answered within 60 seconds—day or night.



86% of mechanical calls are resolved successfully over the phone.



Boat Fix is ultimate peace of mind. They are thorough, convenient, and knowledgeable. It makes boat maintenance much less stressful knowing someone is watching what's happening when I'm away from the boat.
Shannon P.

Congrats! I love your product! The service has been spot on every time I have called for an issue. I recommend the app to everyone I come in contact with.

Cindy Z.



Thanks for all of your help, this has definitely made me want to sign up for another year. Your service was excellent.

Eric M.

Just writing you to let you know that time and time again you save my hide. Really great to be able to see what's going on from my house!

Jessie H.



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Process Flow

Policy

Standard Personal Lines
Marine Policy
Standard Premium

Offered With



Boat Fix

Free Boat Fix Service
Fleet Management Program

Contract Between Insurer and Boat Fix

Only offered to policy holders with premiums above the discount that could be allocated for having the Boat Fix Service, but will be used for data cost.

Example: Boat Fix service costs \$99. Discount of 5% applies to premiums over \$2K. Discount of 10% applies to premiums over \$1K.

Contract Between Policy Holder and Boat Fix

Policy is sold and customer details are sent to Boat Fix. Boat Fix ships the device and onboard customer. Boat Fix will support installation and management of services.

Contract for Data Between Boat Fix and Policy Holder

Policy Holder agrees to share data with insurer under Terms and Conditions.

Failure to Install

If device is not installed or terms and conditions are not signed, Boat Fix will retrieve the device from the Policy Holder and promptly inform the Insurer.

Payment

Contract for Payment of Boat Fix Services between Insurer and Boat Fix. Monthly Invoice sent to Insurer for new policies and any renewals.

Data to Insurer

Customized data pack as per Insurers usage requirements.

- Data reporting with analysis and presentation support
- Data available daily, weekly, monthly
- Data can include vessel usage, incident review, alarms
- Data both on individual vessel and whole fleet



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