
simple. clear. helvetia
Your Swiss Insurer

We make things simple.
Sounds simple, right? But what exactly do our customers – and we – understand by “simple”? And how do we live up to this brand promise? In the following we will explain the expectations behind the concept of “simple” and the opportunities it offers. After all, Helvetia does not just accompany its customers through all phases of their lives, but us as well.

It’s that simple.
In our highly complex world, we crave simplicity. From the standpoint of our customers, simplicity is a quality with many different facets.

► Simply secure.
Security is one of our basic needs, which is why people want to protect themselves against all possible forms of insecurity: against financial uncertainty in their retirement years, against accidents and other risks. They want to be able to rely on a partner who understands and accepts their fears – and who they know will find a solution for them.

► Simply convenient.
Convenience is perhaps the biggest expectation of today’s consumers. It means maximum benefit from minimum effort. Our customers want to obtain everything from a single source, access their portfolios at any time, get fast and flexible service from their accustomed contact person, and be able to decide for themselves whether that person comes to them or contacts them by phone or e-mail.

► Simply independent.
Our customers like taking the lead. They want the freedom to research topics on their own, compare different offers of their choice and decide independently which is the best one for them. During the process of gathering information and making a decision, they prefer to rely on a partner that lets them have their own opinion.

Customers like things simple.
Simply important.
As they grapple with information overload, customers must find the data that is important, indeed essential, to them. That means being able to locate the relevant information quickly and understand the scope of benefits, price, advantages and disadvantages – and the process itself. Of course, the quality has to be right, too.

Simply right.
Shopping was yesterday – now it’s all about the experience. Customers don’t surround themselves with products, but with brands – brands that they can relate to, that take their needs seriously, understand them, make their lives easier or simply delight them.

Very few elements go into making simplicity, and only very few rules are needed to describe how they interact. Simplicity is thus the opposite of complexity.
Simply clear.
Our insurance and pension solutions are clear and simple. To live up to this promise, we have to ensure that the dialogue with our customers is uncomplicated, that we display the necessary flexibility, that we think of different options, that we blaze new trails – all to the benefit of one person: the customer.

Helvetia customer portal
We store digital versions of all relevant documents on our customer portal. With just a few clicks, our customers can view, order or download their contracts, invoices and other insurance documents. More at: helvetia.ch/customerportal

Simply professional.
We write all lines of insurance for both private and business customers. So, if need be, we can present the right solution for every need – whether individual or group life policies, liability or motor vehicle insurance, or marine or property insurance.

Online calculator
With our clever online calculator, customers can work out the premiums for all kinds of private cover as well as for selected types of business customer insurance. More at: helvetia.ch/private-customers or helvetia.ch/corporate-customers

Simply close.
Customer proximity used to mean having a local office. Now, it’s about being able to offer customers solutions at key moments in their lives: on the birth of a child, when buying a new car, building a home or embarking on retirement. No matter what customers want, they can reach us via their preferred channels.

Report a claim online
We are there for our customers around the clock, with an emergency hotline that is available 24/7. If you report a claim online, you can expect to receive fast, professional assistance. More at: helvetia.ch/claim

We make things simple.
We do everything we can to simplify the complex topics of insurance and pensions for our customers. In this way we provide orientation and engender a feeling of security and trust. We also try to simplify our employees’ everyday work by encouraging them to be innovative and helping them put their ideas into practice.

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Simply trustworthy.
Trust is the strongest currency – especially when you’re dealing with the things that are dearest to you. It springs from transparency and fairness. That is why we advise you in a clear and transparent manner, provide you with relevant information, and handle your claims efficiently and in a way you can easily understand. And always in the spirit of fairness – towards our customers, business partners and each other.

Full-service motor vehicle insurance
Helvetia customers who have their vehicles repaired at one of our partner workshops benefit in several ways: their vehicles are picked up and returned free of charge, a replacement vehicle ensures they remain mobile, they do not lose their no-claims bonus, and their contractually agreed deductible is reduced. More at: helvetia.ch/car

Simply Swiss.
Helvetia is, quite literally, all about Switzerland. That’s why, every day, we hone those attributes that customers associate with the phrase “Swiss made”: top quality, reliability, dynamism, innovation. We speak our customers’ language(s), have the same values, and meet them with a friendly, professional demeanour.

Chatbot for bicycle thefts
Our customers can now report bicycle thefts even faster and have their claims settled more quickly. All they have to do is chat with us via Facebook and, in just 90 seconds, their claim is settled. More at: helvetia.ch/chatbot

Simply innovative.
Innovation begins with each and every one of us. That is why we use our own incubator to develop business models and our idea! web platform to find out from our staff how we can improve.

Helvetia Kickbox
As part of our helvetia 20.20 strategy, our employees can use the Helvetia Kickbox to put their business ideas into practice. More at: helvetiakickbox.ch

Simply digital.
Digital technology enables us to be everywhere our customers are. They can contact us at any time and can expect to get a response from us immediately. What is more, we use digital tools to make processes more efficient and enhance our expertise using the data we collect – always in line, of course, with data protection regulations.
Helvetia Versicherungen
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