



## **PRESS RELEASE**

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**Contact:**

Magda González

Kroma Advertising and Public Relations

787-724-2341

Magda@kromaidea.com

### **ASC launches a new 100% online claim service**

*The process of submitting claims for the compulsory insurance of Puerto Rico has been transformed.*

**San Juan, Puerto Rico-** ASC, the only insurance company in Puerto Rico dedicated exclusively to provide the compulsory liability insurance for vehicles, announced a new service in which individuals will have the alternative of initiating and completing, completely online, the process of submitting a claim, as well as receive payment for the damage the same day of completing the process. Thanks to this, ASC becomes the first and only compulsory insurance provider on the Island that doesn't require to visit a Service

Center, or to have to wait until a representative from the insurance company visit them or set an appointment for the claiming process.

Through the online platform, ASCtucompulsorio.com, claimants can upload photos and documents, submit reparation estimates, receive service and support 24/7 through a help chat, and revise the status of their claim. Even more important, when completing the necessary procedures, the individual damaged will be able to receive payment the same day the claim is presented online. Through this new tool, it is no longer necessary to visit a Service Center to complete the process of submitting a claim. ASC representatives will be able to evaluate and process the claim with the information submitted online.

"Our priority has always been the satisfaction of our insured and claimants. Our experience as leaders in the market of compulsory insurance, tells us that an individual who has just suffered an accident, wants to resolve everything as quickly as possible. For this reason, we designed this new system in which it is no longer necessary to resort to a Service Center, or the home of either the claimant or the individual that caused the damage. All the necessary steps have been digitized with the support of an online chat available 24/7," said José L. Blanco Latorre, President of ASC

Blanco also added, that besides from the online process, the traditional methods such as visiting a Service Center or communicating with the Call Center to schedule an

appointment, will still be available for those who prefer the original methods or do not have the necessary technology to submit the claim online.

"In order to raise awareness of this innovative service, we've developed the advertising campaign *"Clic y listo"*, designed so that insured and claimants, learn all the benefits of this 100% online process, which is secure, quick and easy. With just one click, our insured and claimants have at their fingertips, 24/7 and on their phones, tablets or computer, the alternative to complete the entire claim process without visiting a Service Center, wait for the visit of a representative or have to communicate with the other part of the accident," assured Lorelli Navarro, Marketing and Sales Manager of ASC.

Navarro mentioned that the *"Clic y listo"* campaign, has an investment of over \$500,000 in production and media, including ads for television (local and Cable), radio, press, digital media, social media, out-of-home (billboard ads), orientations at malls ("mall tour") and promotional activations.

ASC has Service Centers all around Puerto Rico. For more information about ASC, please visit [www.ASCtucompulsorio.com](http://www.ASCtucompulsorio.com) or [www.facebook.com/ASCtucompulsorio](https://www.facebook.com/ASCtucompulsorio).

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