

**NEWS RELEASE:  
FOR IMMEDIATE PUBLICATION**



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## **SSP and AXA provides brokers with live integrated web chat service**

Insurance technology specialist SSP has partnered with AXA to provide brokers with greater access to the Polaris imarket live-chat service on its commercial e-trade platform. AXA is the second insurer to go live with this integrated web chat functionality, following the launch with Allianz Insurance earlier this year, and a number of other insurers are due to implement it in the near future.

The addition of AXA to the live-chat panel means SSP's brokers can now discuss a quote in real-time with one of AXA's digital underwriters at any stage of the buying process without leaving the SSP application. As the digital underwriters typically respond to queries in less than 20 seconds, it is a very efficient channel for brokers to get the instant trading support they need to continue placing the business.

The e-trade platform removes the need to re-key client information several times, reducing errors and omissions while providing significant time and efficiency savings. This frees brokers to spend more time with clients to deliver the bespoke advice and support they need.

**Ron Atkinson, Distribution Director at SSP said:** "I am delighted to be expanding our live-chat service by making it available to our brokers through AXA.

"SSP is committed to serving the entire insurance market, across both commercial lines and personal lines business. Figures from AXA show that 92% of brokers rate its live-chat as good or excellent, so by enhancing this engagement between insurers and brokers, our integrated web chat functionality will encourage brokers to make greater use of this channel, driving adoption of commercial e-trading."

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**Notes to editors**

### **About SSP**

SSP is a global provider of technology systems and solutions across the entire insurance industry, using our expertise to enable our customers to transform their business and increase their profitability. SSP provides core technology solutions, distribution and trading capability, advanced analytics and solution delivery. We work with 8 of the top 10 UK insurers, 4 of the top 10 global insurers and over 40% of UK brokers. Our unique position in the market, including the largest market share of UK e-trading, enables us to provide leading data insight and unrivalled distribution. With over 30 years' experience, our knowledge, talent and technology capabilities deliver innovative results that make us the partner of choice for our customers.

[www.ssp-worldwide.com](http://www.ssp-worldwide.com)

### **About AXA**

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 103 million clients in 64 countries. In 2015, IFRS revenues amounted to Euro 99.0 billion and IFRS underlying earnings to Euro 5.6 billion. AXA had Euro 1,363 billion assets under management as of December 31, 2015. In 2016 Interbrand ranked AXA the 1st insurance brand worldwide for the 8th consecutive year.

In the UK AXA operates through a number of business units including: AXA Insurance, AXA PPP healthcare and AXA Ireland. AXA employs over 10,000 staff in the UK.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depository Share is also quoted on the OTC QX platform under the ticker symbol AXAHY.

The AXA Group is included in the main international SRI indexes, such as Dow Jones Sustainability Index (DJSI) and FTSE4GOOD.

It is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance and a signatory of the UN Principles for Responsible Investment.

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