

## Crash Brokers boasts smashing success

Clear focus and a steely determination has paid off for Auckland based accident management firm Crash Brokers Ltd with a recent strategic alliance with Protecta Insurance bringing together two innovative forces in the motor vehicle sector.

The partnership creates a unique product that is a first in New Zealand and promises outstanding service levels in insurance accident repair for fleets and private customers.

"We've been talking for a long time about this – and it's fantastic to have achieved it," Crash Brokers' director, Karen Knight, told *Business to Business*.

"We're delighted to be working with an iconic kiwi brand of this calibre. We share Protecta's customer focus and appreciate their progressive thinking. This alliance is an exciting opportunity to show-case our capability while adding value for Protecta and their clients."

Protecta Insurance is a New Zealand owned company that has been at the forefront of motor vehicle insurance for over 20 years and is a household name in mechanical warranty insurance.

In 2005 this specialised expertise led Protecta to extend the brand into comprehensive insurance (car accident policies).

This is an unrivalled NZ-made success story within a global industry that claims non-profitability, and is testament to Protecta's dedication to fresh thinking and customer satisfaction.

Protecta has created yet another compelling point of difference by linking closely with Crash Brokers. Protecta realised that car accidents and repairs can be a time-consuming and frustrating experience for customers.

When car accidents happen, customers don't want the stress of

organising repairs and alternative transport, but Protecta also knew their customers didn't want the constraints of being forced into an insurance company assessing depot.

Crash Brokers' unique premium service provided the answer. Operating nationwide, around the clock, Crash Brokers can co-ordinate all logistics before, during and after collision repairs.

This includes a nationwide repair network of the highest technical quality that ensures Crash Brokers' customer service standards are applied consistently throughout the country.

Protecta customers can now expect free pick-up and delivery from their home or office, free replacement vehicles, and seamless pro-active communications via a web-based programme.

Customers receive a log-in and password so they can view progress in real time.

The system is a fully interactive portal-customers, assessors and repairers can add information or ask questions continuously, so there are never any nasty surprises.

The completed vehicle is then valeted and delivered back to the customer at a time and place to suit their schedule. This truly is the red-carpet treatment, and the best part is it's free – customers pay no more for it.

Protecta customers seem to agree, and Protecta's stated objective "to be the market leader in the industry as measured by customers" appears to have been achieved.