
For immediate release

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RSA releases new e-traded Business Combined product

RSA, one of the UK's largest commercial insurers, has expanded its SME packages book with the launch of an e-traded Business Combined product available via RSA Online and the Acturis platform.

Business Combined comes with a range of new features to enable brokers to tailor cover for business customers across a range of risks and sectors including manufacturing, wholesaling, supplying, retail, administration and leisure.

By offering more options on the cover, brokers can ensure customers are fully insured without paying for any unnecessary cover. The product, which enables brokers to quote and bind business entirely online, is backed up by a dedicated underwriting team that can be contacted by phone, email or the 'refer to underwriter' option on the quote screen.

The launch follows a successful six-month pilot of the product, which has increased eligibility rates compared to RSA's previous Small Businesses Combined product and includes an enhanced wording and RSA's fair presentation of risk guarantee.

The product can trade up to £20 million material damage / business interruption limit per premises with no turnover limit. New additional features include terrorism cover, North American exposures, floating stock for contents, stock and computer equipment, as well as cover for stock at third-party premises. On RSA Online the product also has a trade selection feature to reduce the time spent searching for the correct trade.

Celia Kemp, SME, schemes & deals underwriting leader at RSA, said: "We are delighted to launch our Business Combined product and to have received such positive early feedback from brokers. The product has been designed to meet brokers' calls for a more intuitive and streamlined e-traded offering. That said, we have not scrimped on important policy detail and in-built flexibility. We have ensured brokers can easily reach RSA's e-traded team throughout the process if they have questions or concerns regarding underwriting or risk management."

Celia added: "This represents the next generation of e-traded products for RSA, developed in partnership with Acturis to ensure the enhanced features and functionality reach the wider broking market."

"Our product has been specifically designed to be fully compliant with duty of fair presentation rules, introduced last year as part of the Insurance Act, ensuring our question sets and processes deliver the best products and services for our customers."

Jeff McCracken, sales & marketing director at Acturis, said: "We are delighted to have worked with RSA in developing their new Business Combined product. Acturis consistently pushes the boundaries of e-trade and partnering with RSA on its new Business Combined product raises the bar in complex e-trade processing."

For more information visit: www.rsabroker.com.

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Enquiries:

Mairi MacDonald

07766 247 309

Mairi.macdonald@uk.rsagroup.com

About RSA Insurance Group plc

With a 300-year heritage, RSA is a multinational quoted insurance group. Focusing on general insurance, RSA's core markets are the UK & Ireland, Scandinavia and Canada, with the capability to write insurance business in over 100 countries. RSA's core businesses have around 13,500 employees with net written premiums of £6.3bn in 2016.