

Insurance for B2B dealers

Insurance firm Citymain has launched a new insurance policy aimed at B2B dealers.

The policy, called Corporate Care, provides stronger cover than standard policies and includes a loan phone option, technical support helpline, contacts synchronisation and access to a 24-hour claims line.

Dealers also have the option to sell Corporate Care to generate additional revenue or provide it to



The screenshot shows the Citymain website interface. At the top, the Citymain logo is on the left and the tagline "Total insurance solutions worldwide" is on the right. Below the header is a navigation menu with items: Home, Expertise, Policy Options, Citymain Life, e-Learning, Contact, and Press & News. The main content area is divided into two columns. The left column is titled "Contact Us" and lists contact information for Citymain Administrators Ltd, including phone numbers and an email address. Below this is a small image of a person's hands holding a phone. The right column is titled "Corporate Care" and contains several sections: "Following consultation with the B2B mobile phone dealer channel, we have developed what we consider to be the most comprehensive and value-adding insurance product for B2B dealers and their customers.", "Valuable extra revenue: As with all Citymain insurance schemes, Corporate Care is an excellent way of generating extra revenue through the value-add of a quality product.", "Totally flexible: In this digital market, ensuring our clients have total freedom over how they include Corporate Care into their mobile phone plans is a key priority.", "Clear that what it gives without adding too much to their clients, the policy is also available to your customers. Corporate Care can even be offered free of charge to your most important.", "Your reputation: You can be totally confident that Citymain's Corporate Care Policies will deliver unrivalled cover to your customers, enhancing the service levels you offer and ensuring your company's valuable reputation is maintained.", and "Coverage/benefits:" followed by a bulleted list: "• 24-hour claims helpline", "• Theft", "• Loss", and "• Loan".

Corporate Care: made for B2B dealers

their customers free of charge as a USP.

Citymain sales and marketing manager Neil Spanswick said: "We designed Corporate Care having spoken with many B2B dealers.

"The feedback we received was

that dealers need more than just an additional revenue stream; they also need the flexibility to include Corporate Care free of charge for customers to help them compete with the networks."