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Vienna Insurance Group finds assistance company in Serbia VIG service companies handle more than 400,000 assistance cases each year

The planned foundation of Global Assistance Belgrad in April 2022 will see Vienna Insurance Group (VIG) continuing to expand dedicated companies for digital customer service. By the end of 2022, VIG Group customers in eleven countries will be supported by the Group's own service companies.

Offering added value

VIG Group's goal is to offer assistance services via its own companies rather than third-party companies. There are two key advantages to this approach, as VIG Managing Board member Harald Riener, who is responsible for assistance, explains: *"Firstly, we are creating tangible new supplementary services that we want to offer independently of risk protection. This approach is increasingly important given that the frequency of contact with customers is decreasing, which in turn makes our visibility as an insurance partner all the more crucial. Secondly, with this approach we are able to provide a single-source solution for the entire process, from the quote through to claims management and assistance. The concept creates clear added value for customers, and it allows us to significantly influence and improve service quality by controlling the process cycle for claims management from the first contact through to compensation payments."*

A total of eight dedicated companies for eleven countries

The first VIG Group Global Assistance company was launched in the Czech Republic in 2013. Additional companies followed in Slovakia, Bulgaria, Romania, Poland, Latvia, and most recently Georgia in autumn 2021. With the launch of this eighth assistance company in Serbia, VIG Group can now serve customers in eleven countries (North Macedonia is supported from Bulgaria, and the Latvian company currently covers all three Baltic states, which will be serviced by the end of 2022 at the latest). So far, more than 400,000 assistance cases have been recorded annually.

Vienna Insurance Group AG Wiener Versicherung Gruppe (VIG) is the leading insurance group both in Austria and in the entire Central and Eastern European (CEE) region. Around 50 insurance companies in 30 countries form a Group with a long-standing tradition, strong brands and close customer relations. The more than 25,000 employees in the VIG take care of the day-to-day needs of more than 22 million customers. VIG shares have been listed on the Vienna Stock Exchange since 1994. The VIG Group has an A+ rating with stable outlook by the internationally recognised rating agency Standard & Poor's. VIG cooperates closely with the Erste Group, the largest retail bank in Central and Eastern Europe.

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