

LifelinePlus

Group Personal Accident & Travel + Crisis Insurance

We've got your back



Internal Communication Ideas

Lifeline Plus varies significantly from many of the other commercial insurance policies your organisation may purchase. As opposed to sitting in a cabinet, never to be looked at unless a claim arises, Lifeline Plus is a policy that needs to be shared. From the boardroom down to the shop floor, there are valuable benefits available to everyone insured under one of our policies.

Every organisation is different and how you communicate with your staff will depend on your internal communication policies. However, we've compiled a basic six step guide to help you start thinking about communication methods.



Build an intranet page

If your organisation has an intranet, it will likely be the first port of call for staff wanting to know more about the benefits and services available to them. Lifeline Plus will likely be one of those benefits.



Put up a poster

Breakrooms, kitchen areas and printing stations are great areas to catch people's attentions during downtimes. Why not put up one of our posters.



Email your staff

Emails are still probably the best way to communicate with your people. Why not use one of our email templates to make them aware of the policy and how it benefits them.



New joiners

Include references to the policy and the travel assistance app/website within new joiner presentations and welcome packs.



Do a desk drop

Sometimes an email just won't do if you want to cut through the clutter. Printing and distributing a flyer on desks may come across as old school, but it does create an impact.



Pre-load mobile phones

Talk to your IT department about the best way to have the travel assistance app pre-loaded onto your corporate mobile phones before they are distributed to staff.

Within the 'Promoting Internally' section of the Lifeline Plus Resource Hub you will find resources and templates with pre-populated content that will kick-start your internal communications. Before distributing, please take the time to check the insurance cover you have in place and the employees who are insured under your Lifeline Plus policy. If your policy does not cover all employees, you will need to carefully consider how to communicate the policy benefits only to your insured employees.

www.aig.co.uk/LifelinePlusResourceHub

All of the emergency and assistance services described are subject to the policy cover. Please refer to your policy wording for full details of benefits, terms, conditions and exclusions. All telephone calls to numbers shown in this brochure may be recorded for training or quality monitoring purposes. Service providers: Non-insurance benefits which are provided through AIG Travel offer traveller assistance through coordination, negotiation, and consultation using an extensive network of worldwide third party partners. Expenses for goods and services provided by third party partners are the responsibility of the traveller. Whilst American International Group UK Limited takes every care in selecting business partners to provide the assistance services described in this brochure, American International Group UK Limited cannot accept responsibility for any advice given, or information or assistance provided.

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