

## Press Release



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### **Chartis launches new UK company website – [www.chartisinsurance.com/uk](http://www.chartisinsurance.com/uk)**

Chartis Insurance UK Limited today launched its new UK website, designed to offer much improved access to a wealth of information for a broad range of potential users. Improved content and new ways of navigating will help brokers, risk managers and customers find what they are looking for easily.

The site reflects Chartis' business in the UK focussing principally on the needs of commercial customers and the brokers servicing those customers. However the needs of Chartis' consumer businesses have not been ignored as hand off to related websites like Chartis Direct and Direct Travel insurance, is simple and seamless.

Phillip McGough, e-Business Manager at Chartis Insurance UK Limited explains, "We recognised that visitors to our website not only want different information but also have different starting points, so we completely changed the site so that it offers a more intuitive or natural way to find what they are looking for."

Visitors to the site will find content arranged by industry, product and by segments such as multinational companies, large organisations and SMEs.

Phillip continues, "Navigation is an important aspect of any website but so too is content. We have made every effort to beef up the information on the site with a heavy emphasis on informing and educating particularly on issues such as prevention tools, loss control and risk reduction insights. Again the objective has been to point users at content relevant to them in written, graphic or video form, as opposed to presenting a mass of information and expecting them to pick out what they need.

"The new UK site is the first delivered under a major global redesign project to enhance Chartis' web presence worldwide. We believe we have created a best of breed platform that offers new ways to navigate our site with the emphasis on allowing information to be accessed in lots of different ways."

Chartis Insurance UK Limited has also set up a Twitter account – ChartisUKnews – as an alternative communication tool to inform followers about initiatives and activities that the company is involved in. Please follow us.

**Ends**

**Notes to editors**

**Chartis Insurance UK Limited** is one of the UK's largest general insurance companies. With offices throughout the country, we provide innovative products and services to more than half the country's top 1000 companies as well as many public and private sector organisations and millions of individuals. We are part of Chartis Inc., a world leading property-casualty and general insurance organisation with a 90-year history, serving more than 70 million clients in over 160 countries and jurisdictions. Chartis offers an extensive range of products and services, deep claims expertise and excellent financial strength.

Chartis Insurance UK Limited is authorised and regulated by the Financial Services Authority (FSA number 202628).

Registered in England: company number 1486260. Registered address: The Chartis Building, 58 Fenchurch Street, London, EC3M 4AB