

Chartis marks debut launch of Insurance App for iPhone in Singapore



The accelerating sales of the iPhones worldwide has kick-started the iPhone applications market.

According to Chartis, people using iPhones are almost a ubiquitous sight. Chartis in Singapore was quick to spot the opportunity and make available its insurance from iPhone App Store to consumers in the country.

Starting February 2, iPhone-using consumers can simply visit iPhone App Store and type in "key words" including Chartis sg, Chartis, Chartis Singapore, Insurance, Travel Insurance, Home Insurance to download the Chartis iPhone

App. Chartis iPhone App enables consumers to purchase and renew insurance products and services on their iPhones.

"The launch of our iPhone Application reflects our pioneering spirit and the continuous pursuit of providing seamless service while also accessing new markets with customer friendly technology." Kevin Goulding, President, Chartis in Singapore.

Consumers wishing to purchase Chartis' Travel, Home or ID Guard insurance products can simply enrol by providing their name, mobile phone numbers, NRIC no., type of insurance product, coverage period and payment details.

The Chartis iPhone App also includes information for claims and emergency help services. Whether a customer is travelling overseas or on the roads in Singapore, the App will enable them to access help at any hour. If vehicle repairs are needed due to an accident, the App will indicate locations of the nearest workshops, bringing much convenience at a time of need. For the casually browsing user, the App provides product information for a range of consumer line plans like Auto, Travel, Personal Accident, Home and Lifestyle.

Commenting on the launch, Chartis' Regional President for Asia Pacific, Chris Townsend said: "Singapore's Chartis iPhone initiative demonstrated how technology allows us to create and deliver service and products in the most efficient and customer-friendly way possible, while keeping pace with the consumer market trend".

(Staff Reporter, 2011)

Staff Reporter, S. B. (2011, February 23). More News Section. Retrieved March 2, 2011, from Singapore Business Review : <http://sbr.com.sg/financial-services/more-news/chartis-marks-debut-launch-insurance-app-iphone-in-singapore>