

Mondial Assistance and Peugeot Form Pioneering Customer Contact Partnership

(Brisbane) 13th October 2005 – Mondial Assistance has embarked on an innovative three-year project that will see it supervising CRM, database cleansing and customer communications activities on behalf of Peugeot Automobiles Australia.

The market-leading venture will see Mondial Assistance providing Peugeot with a fully integrated customer contact centre, handling and processing all enquiries from both Australian drivers and the dealer network.

Peter Edwards, managing director of Mondial Assistance Australia, said: "Our roadside assistance, accident management and customer feedback services offer the perfect opportunity to build relationships on behalf of our clients with their customers and assist our clients in keeping their customers for life."

As part of the new arrangement, Mondial Assistance will maintain and cleanse Peugeot's customer records, including applying Australia Post confirmation bar coding to ensure the consistent quality of the information held. Peugeot will continue to update the database in real time and ongoing access will be provided via a secure web interface.

In addition, Mondial Assistance has taken responsibility for literature fulfilment following requests for brochures and other product information from both potential and current Peugeot customers.

With a total car park of approximately 50,000 vehicles, Peugeot will also be looking to Mondial Assistance to identify and merge details of customers who own more than one of their vehicles, validate addresses, and verify information contributed by dealers. This will allow Peugeot to create a loyalty program that can be applied to repeat customers. The activities undertaken as part of the new project will be in addition to the roadside assistance services that Mondial Assistance already provides for Peugeot drivers.

Peter Edwards, managing director of Mondial Assistance Australia, said: "This is a truly exciting partnership and one which we're very pleased to be a part of. As one of the world's leading roadside assistance providers, our extensive knowledge of customer service operations in the automotive industry puts us in the perfect position to handle a project of this nature.

"Peugeot customers have easy access to a contact centre that operates 24 hours a day, 7 days a week, assisted by experts in their field. We're excited about the prospect of bringing new improvements and efficiencies to the way Peugeot interacts with its customers."

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Mondial Assistance Group: an intervention every 3 seconds, anywhere in the world.

Worldwide leader in assistance, travel insurance and customer services, today Mondial Assistance Group counts nearly 7,600 staff members speaking over 40 languages. They work throughout the world in collaboration with a network of 400,000 service providers and 240 correspondents. 250 million people, or 4% of the world population, benefit from the Group's services, which it proposes on 5 continents in 28 countries. The Group mainly operates under its three international brands: ELVIA, Mondial Assistance and World Access. Mondial Assistance Group is a member of the Allianz Group through AGF and RAS International, each holding a 50% capital stake.

www.mondial-assistance.com.au

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