



## **ROCK LAUNCHES NEW PERSONALISED ONLINE INSURANCE PRODUCT**

Rock Insurance has launched a brand new travel insurance website exclusively for the travel trade. The Insurance Affiliate site offers agents the ability to sell competitively priced travel insurance products through a personalised, over-branded site.

The new site, which is provided free to all those signing up by the end of September, gives agents the ability to compete with direct sell companies on both price and quality of product whilst generating additional profit for the agency.

Agents can market the site directly or via their own website and can book a selection of insurance products online and choose to have the policy documentation delivered via email or postal mail at the customer's request. In order to simplify the process from the agents' perspective, all administration is dealt with by Rock Insurance call centre staff.

Companies using the site have complete access to management information including the number of policies sold broken down into individual product types, conversion rates, commissions earned etc and can have their fully branded site operational within two working days.

Antony Martin, Managing Director of Rock Insurance, comments:  
"Agents' sales of travel insurance have been hugely affected by the considerable growth of the direct sell, online insurance sector over the past two years. The highly competitive pricing and superior product quality available to them through the Insurance Affiliate site offers agents the ability to compete with online providers and regain some of the sales that generate valuable commission earnings."

Those wishing to view the newly launched site can log on to [www.insuranceaffiliate.com/ia](http://www.insuranceaffiliate.com/ia). For further information call Rock Insurance on 0870 160 2555 or email [online@rockinsurance.com](mailto:online@rockinsurance.com).

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