

# AXA SPAIN

## ACCELERATION OF TOTAL NEW BUSINESS COMING FROM DISTANT CHANNELS



## TRANSFORMING THE ORCHESTRATION OF THE RELATIONSHIP WITH CUSTOMERS

MORE THAN  
**130,000**

POLICIES FROM  
DISTANT CHANNELS  
MAINLY IN:



HOME



MOTOR



HEALTH

**20%**  
OF TOTAL NEW  
BUSINESS OF 2016 \*

## WEB GENERATED NEW BUSINESS



**10%**



**16%**



**30%**

## BENEFITS FOR CUSTOMERS



CONVENIENCE THROUGH CHOICE OF  
PREFERRED CHANNELS OF PURCHASE

## KEY SUCCESS FACTORS



\* IN LINE WITH STRATEGIC PLAN

redefining / standards

