

Our strategy

To become the leading provider of home assistance and appliance warranties to homeowners in the UK, Europe and North America by leveraging our strong partnerships, product development knowledge, direct consumer marketing expertise, network management and service delivery capabilities.

Our objectives

To build strong partnerships

- Forging alliances with utilities, appliance manufacturers, retailers and other partners
- Enabling partners to outsource an existing programme to us
- Accessing a broad customer base through trusted brands
- Enabling our partners to offer added value to their customers

To design and deliver high quality products by focusing on customer needs and building long-term customer value

- Providing customers with access to fully-insured, high quality emergency service solutions
- To provide a range of products covering all aspects of the home
- Striving to retain our customers, year after year through providing high levels of customer service and value for money

To access customers via direct marketing

- Creating winning marketing propositions to address customer needs
- To enable customers to access the service on a pay on use, part or fully-insured basis
- Providing peace of mind for our customers

To build scale through international expansion

- Extending our business model by replicating it in international markets
- Acquiring local claims management and repair capability upon which to build our proven membership model
- Building and investing in local management teams

To deliver value for our shareholders

- Continuing to build sustainable value for our shareholders through expansion into new markets and product development