

Good morning!

This is just a note to say “thank you!”

Yes, we know that it is probably quite unexpected for you to get a note from an insurance company to say thank you for your business. Insurance companies are generally seen as huge, impersonal and uncaring and, quite possibly, you might have seen us in that light on occasions.

And that is precisely the reason for this note.

To tell you that we do value your business and, more importantly, that we can understand how you might have felt about us when all you have had in the past is a renewal notice and very little else.

In an endeavour to change all that, a team of us have been given the task of finding better ways to do business with the people we should value and appreciate most ... our existing clients.

And you are one of those existing clients with whom we'd like to improve our relationship by demonstrating that we are much more “user friendly” than the people in your average insurance company. The question we asked ourselves is “What could possibly make a difference?”

It seemed to us that the best thing we could possibly do for you would be to give a human face to our company. To be available to handle queries, answer questions and give advice about insurance. After all, that is our business! So, for any help at all, just dial our **Action Line**, on **1800 XXX XXX**.

Now we can't promise that we will have all the answers immediately but we will make you one simple promise by which you can judge how well we are performing. If ever we don't know the answer, **we'll find out the answer for you and come back to you within one working day**. And that's a promise!

And, if we ever fail to come back within the day, just remind us of this promise and we will send you **two tickets for the movies** just to show that we are sorry for messing up. Naturally, the boss is going to kill us if we have to give away too many tickets, so you'd better believe that we are aiming to perform.

By the way, we have been collecting lots of interesting information for people in all sorts of businesses and we are enclosing details of some of the material we have available. If you would like copies of any of these reports, just mail or fax the sheet to us. or better still ,so we can say hello, phone us on the Action Line hot line number.

Now we know that anybody can make promises. We are going to keep ours! And you, and only you, will be the judge of how well we do. If we don't perform, just tell us.

Yours sincerely,

PS Remember, you can call us on the Action Line, 1800 XXX XXX, about any insurance matter on which you need advice or help.