

Commerce Assurance launches 24-hour virtual services center

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COMMERCE Assurance Bhd has launched its first a 24-hour /Virtual Contact Center/ to provide services for all their motor policyholders.

As part of the centre's services, the company has signed an agreement with Maphilindo International and Merimen to build short message service (SMS) interactive messaging platform (IMP) solutions to enable two-way and interactive communications for its claims services utilising SMS.

Under this, SMS could be used for the checking on the status of claims, repairs status, vehicles tracking, vehicle fleet management, security alarms, surveillance and remote meter reading, the company said in a statement.

"This collaboration is to encourage and support a healthy growth of content for network providers through the rapid creation and market deployment of mobile Internet applications and services for the insurance industry," it said.

Commerce Assurance is wholly owned by Commerce Asset-Holding Bhd and is involved in the provision of general insurance products that include fire, engineering, motor, marine, aviation, transit and miscellaneous insurance. - Bernama.

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