

media release

Vero solves the puzzle of international relationships

Sydney, 9 November 2006: Vero Insurance Limited (Vero) is ready to implement its new approach to managing and further developing Vero's relationships with key international brokers.

International Broker Relationship Manager, Mike Baker, has been busy analysing the needs of the international brokers, and whether they align to the objectives of Vero's specialist business units. Mike has taken the results and worked closely with Vero's Broker Relationship Management (BRM) team to develop a new relationship management strategy.

"We are again proving our commitment to brokers by having the right strategy in place for our key broker segments. This strategy will focus on setting clear direction and defining tactical plans at National, State and Practice Group levels.

"It will also involve more effective collaboration and understanding between Vero's brokers and business units, and the alignment of broker objectives with Vero's propositions to identify areas for growth," he said.

Mike Baker, who joined Vero in May this year, said that two new roles have been created as part of Vero's increased focus on relationship management with international brokers.

"One Broker Service Manager will be based in Sydney and the other in Melbourne. They will focus on providing a high quality service on a consistent basis.



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"This new approach will be a key market differentiator within the internationals segment, and a critical component to Vero's continued success," Mike said.

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Editor's note

Vero Insurance Limited ("Vero") is a subsidiary of the Promina Group Limited, which is one of the top 50 companies listed on the Australian Stock Exchange. Vero, formerly Royal & Sun Alliance Insurance Australia Limited, has for many years been offering highly specialised solutions to its large range of customers.

Vero is one of Australia's largest intermediated general insurance companies and has 19 branches across Australia, providing a suite of quality specialised risk management products and services through brokers, corporate partners and risk managers.

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