



Risk Management Toolkit





Make healthy returns!

We know that risk management plays an integral role in the service that you offer to your customers.

This toolkit provides a comprehensive break down of AXA's Risk Management solutions including the benefits and suitability to your clients. It is easy to use and provides guidance on how to access the broad range of exclusive market leading AXA Risk Management services. By utilising AXA's Risk Management services this will enable you to:

- Maximise your sales and service potential
- Establish new revenue streams
- Improve your customer retention
- Attract new business from current and existing customers through a unique combination of services
- Provide an alternate offering from your competitors
- Enhance your customers' perceptions of the service you can provide by delivering valuable and tangible solutions outside pure insurance
- Create multiple opportunities to cross-sell and up-sell additional products and services
- Improve customer satisfaction
- Manage your own risk by minimising your clients exposure



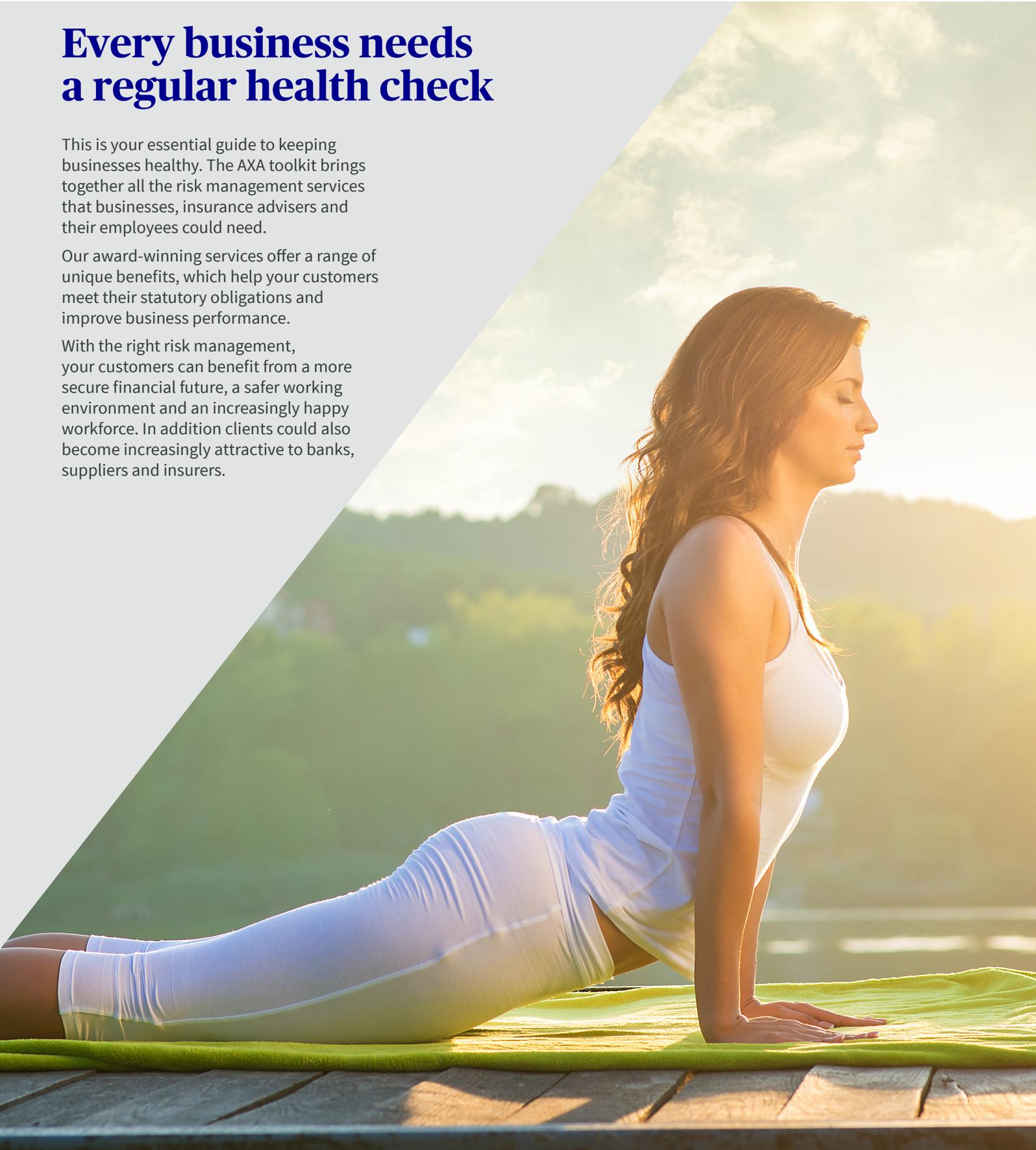


Every business needs a regular health check

This is your essential guide to keeping businesses healthy. The AXA toolkit brings together all the risk management services that businesses, insurance advisers and their employees could need.

Our award-winning services offer a range of unique benefits, which help your customers meet their statutory obligations and improve business performance.

With the right risk management, your customers can benefit from a more secure financial future, a safer working environment and an increasingly happy workforce. In addition clients could also become increasingly attractive to banks, suppliers and insurers.





AXA Insurance

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