

# CA Best Driver

Zurich, September 2022



## Objectives

### Innovation

- Develop a new product, based on a telematics solution through a smartphone, that is differentiating in the Portuguese market.

### Retention Customers

- With this new option we can reward and promote the retention of our best Clients. Encouraging preventive and safe driving is an aspect that we intend to instill in our Customers.

### Connect Customers

- Through the creation of a Service Ecosystem we will be able to create greater interaction and loyalty of our Customers.

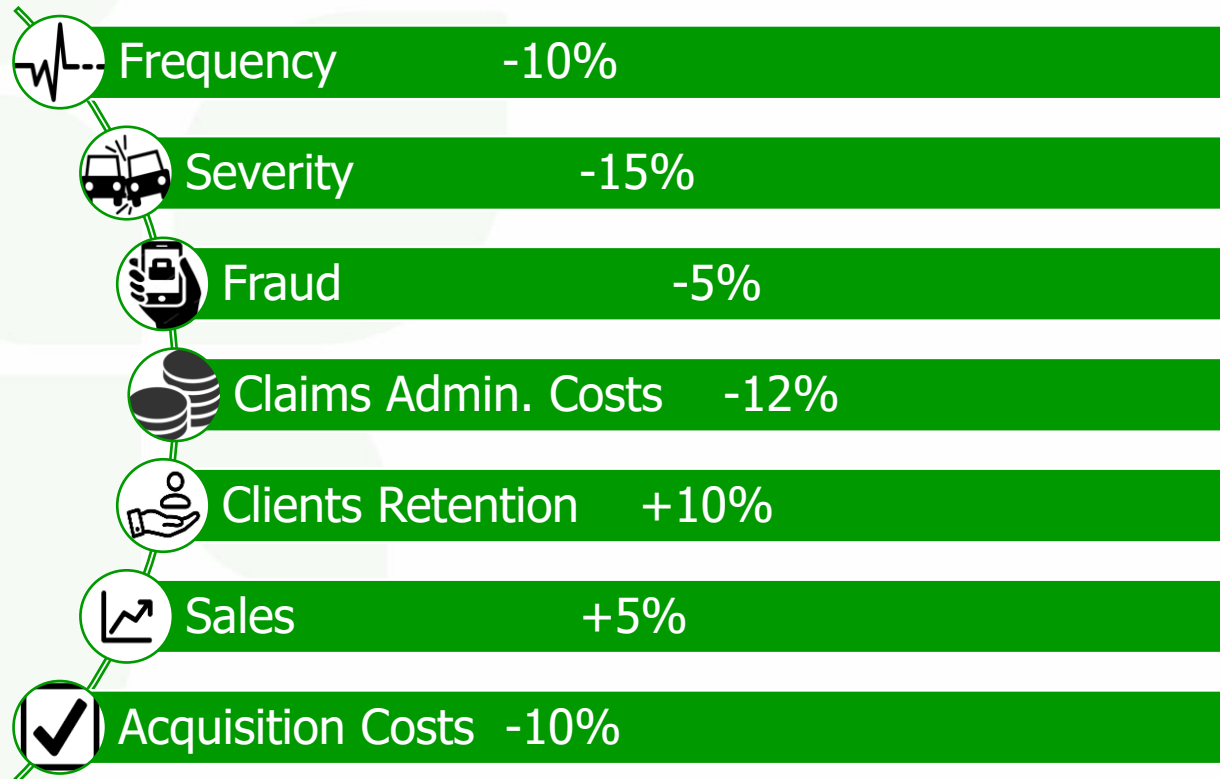
Partner



# Swiss Re

# CA Best Driver

## Possible Impacts



## Business Model

- Private Clients;
- Private and comercial vehicles;
- Motor insurance policy with own damage;
- Depending on the score achieved you can give access to the return of % of the policy premium (without claims);
- Access to Rewards and Services Ecosystem.

## Information Collected / Used



### Behavioral

- Accelerations
- Braking
- Excessive Speed
- Cornering
- Distractions



### Use

- Driver
- Distance
- Vehicle (Bluetooth)



### Context

- Location
- Route
- Driving Period



**Next Challenges (new factors) :** Weather and Traffic – real time.

# CA Best Driver

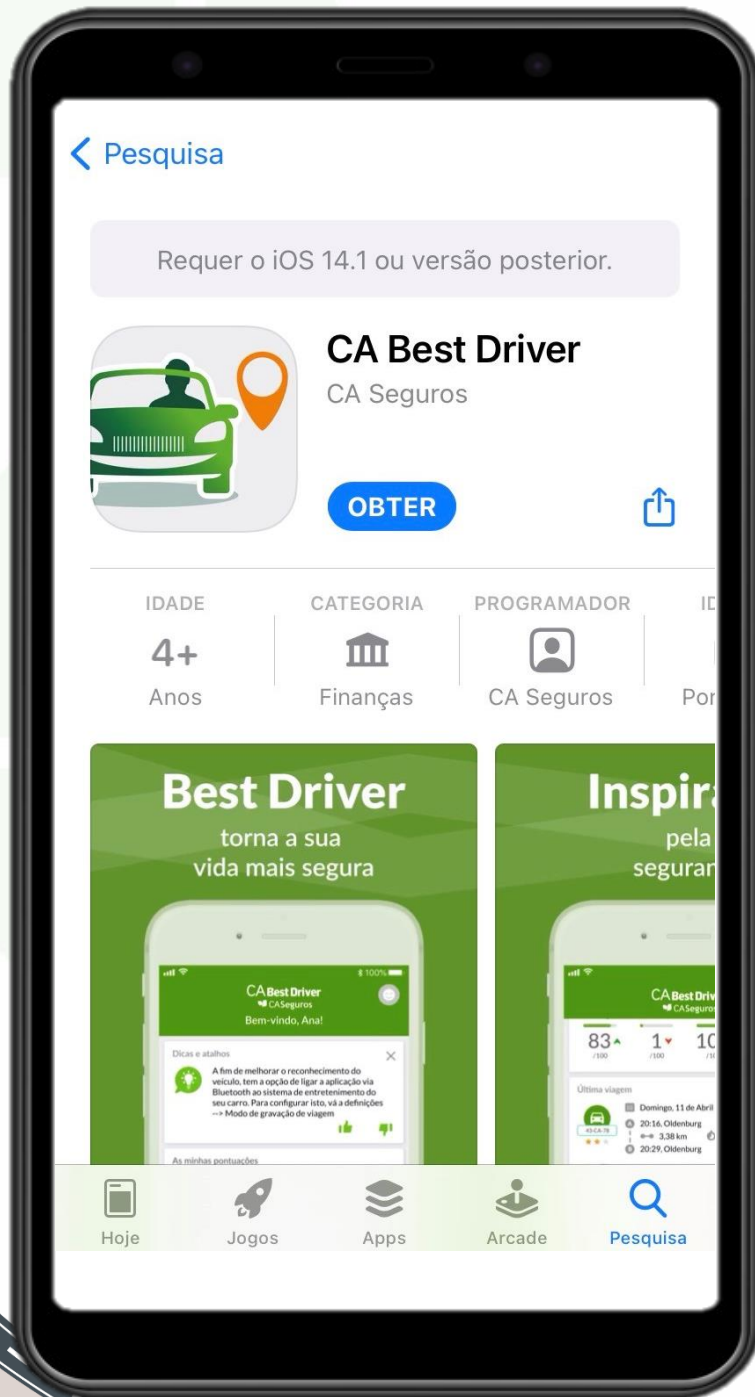
Let's download, install and view some screenshots of the App CA Best Driver!





**CA Best Driver**  
CA Seguros

- Registration
- Permissions
- Score
- Coins & Store CA Best Driver
- As minhas viagens
- As minhas pontuações
- Mensagens
- Menu



Our App is available on Android and iOS



iOS



Android



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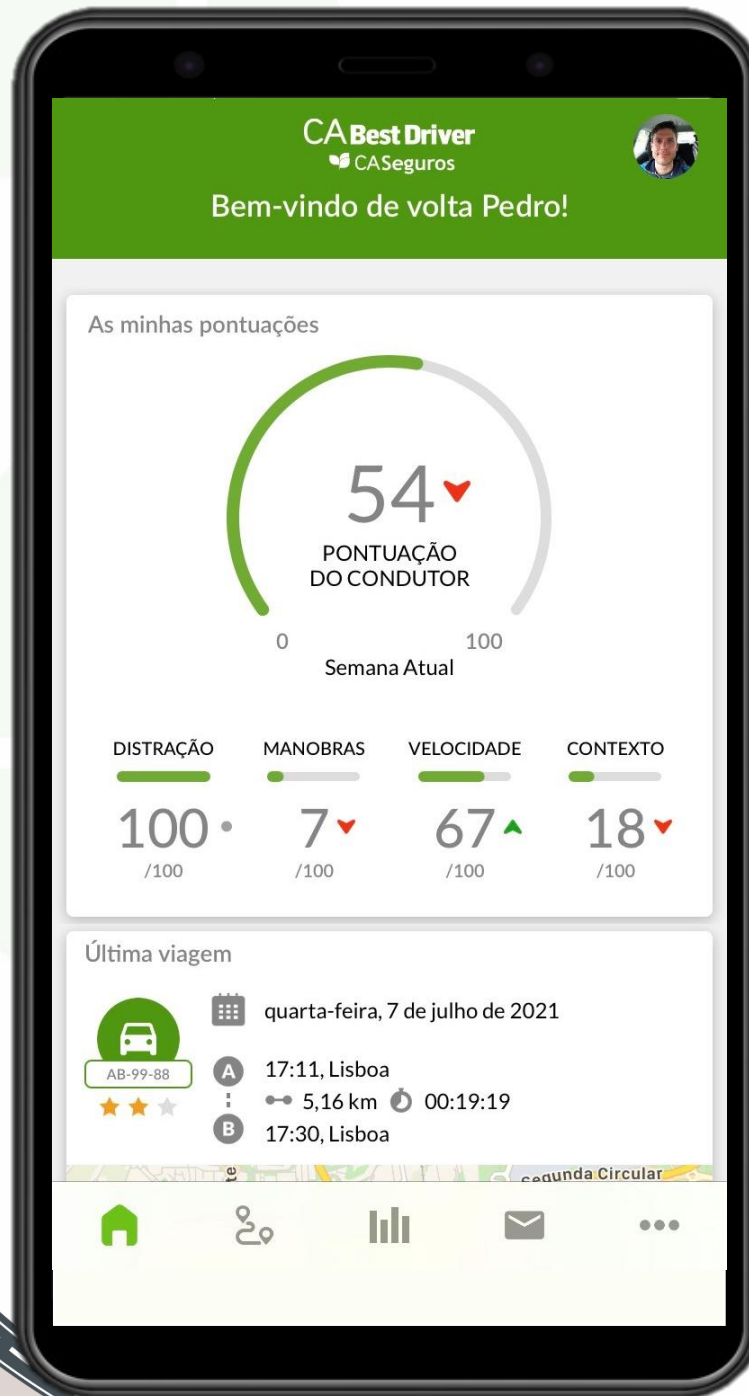


To use the App you must allow access:

- Location
- Movement and Fitness
- Battery Saver (Android only)
- Notifications (not mandatory)



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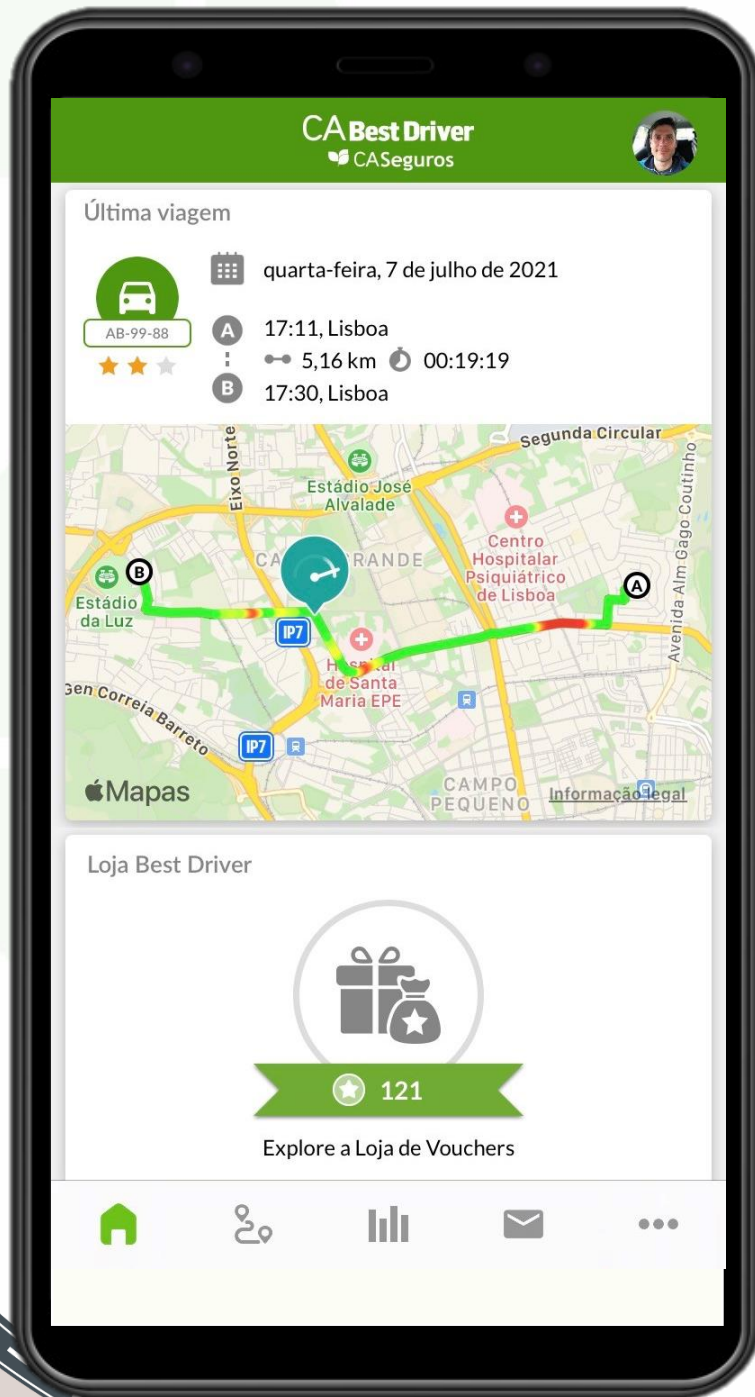


This is the home menu screen, where we can check the week's score, statistics of the evaluation components, access the last trip and access the CA Best Driver store.



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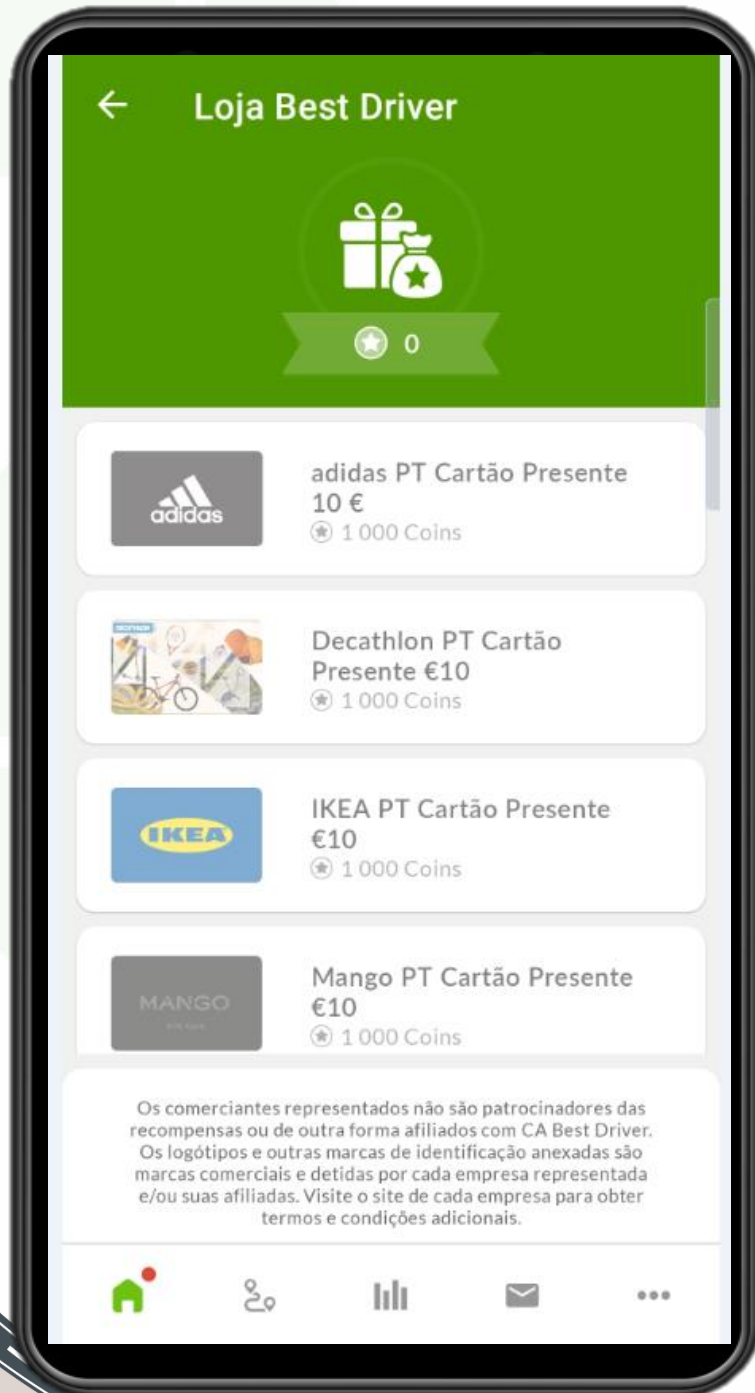
Coins allow you to redeem vouchers in the Best Driver store and don't have expiration date!





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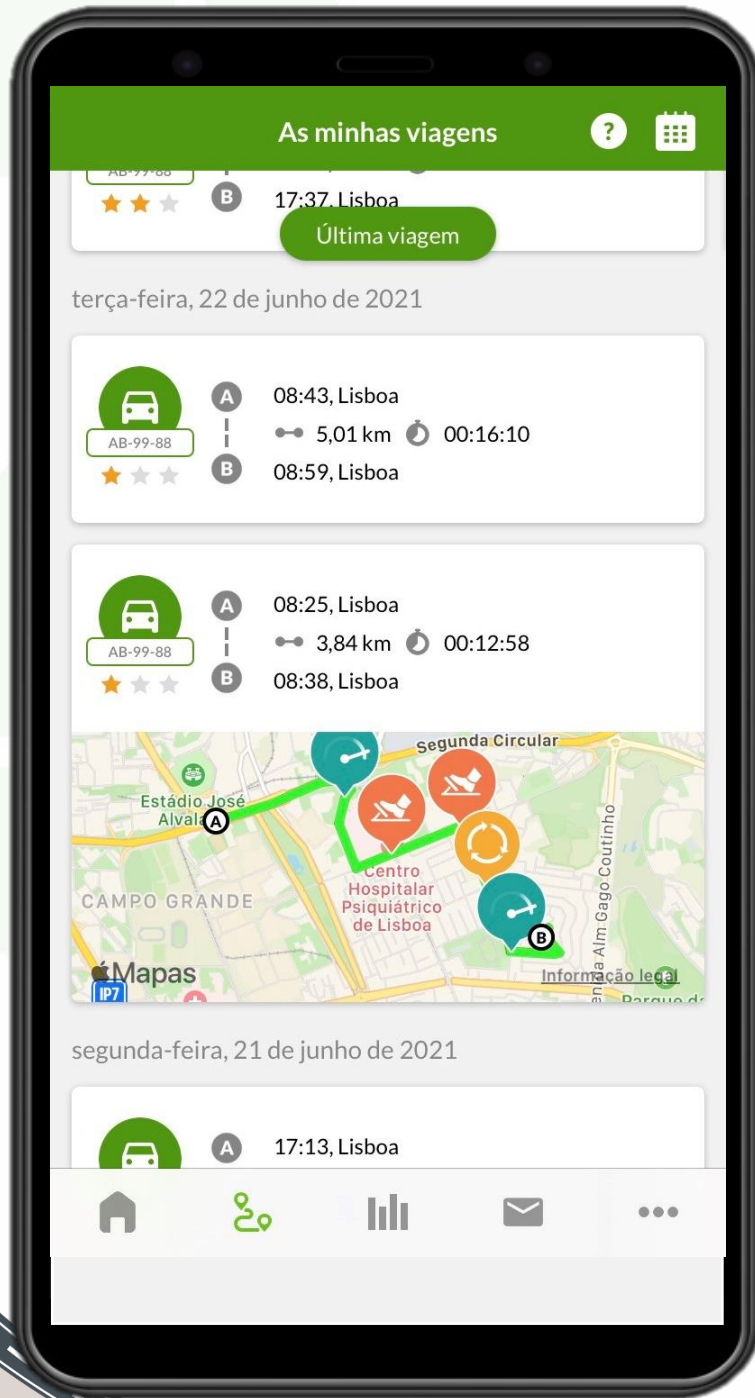
**More coins means more vouchers!**





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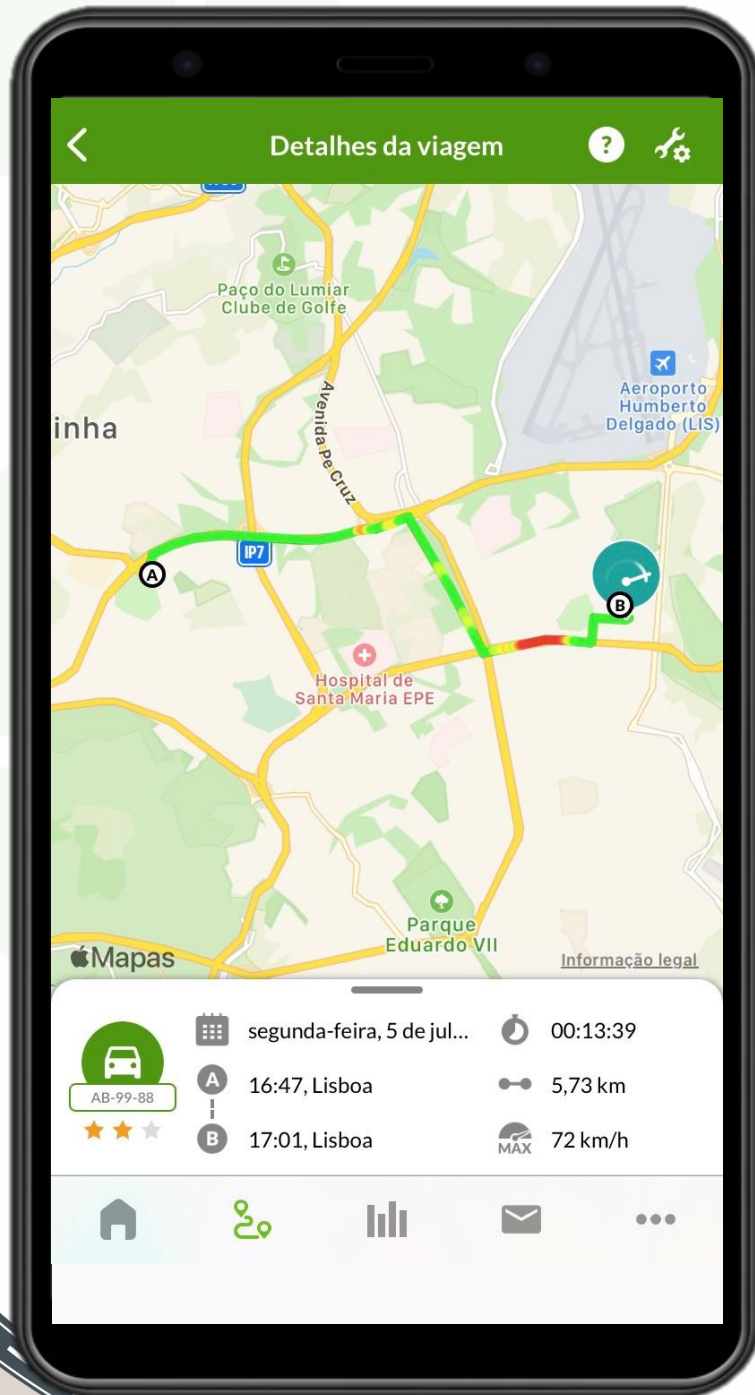


Click 2 time on the trip to access



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You can compare scores with other CA Best Driver drivers!



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The user receives personalized tips every week.



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**Trips made with the car paired to Bluetooth are recorded!**



# Promotional Video CA Best Driver



**Thank you very much!**

