

JUNO Specialist Jewellery Insurance Launches Innovative 14-Day Free Jewellery Insurance Policy, Invites Jewellers to Join the Initiative.

Tuesday 15 August, 2023

Juno the specialist jewellery insurer is proud to introduce a new 14-Day Free jewellery insurance policy underwritten at Lloyd's of London.

The 14-Day Free policy which utilises a QR code or a link to a web page unique to the retailer, has been especially designed to enable jewellery businesses to introduce customers to a product that will provide them with peace of mind during the critical initial period following their purchase.

Any policies extended beyond 14 days will result in the jeweller being paid an ongoing commission.

Upon purchasing a jewellery piece from a jeweller who is participating in the scheme, customers will be eligible to register to receive a 14-Day Free jewellery insurance policy. During this period, customers will enjoy comprehensive coverage against a wide range of risks, including theft, damage, and loss.

Cover can be arranged from the moment customers leave a shop or receive an item and will give them time to investigate either extending the policy beyond 14 days or making their own arrangements for cover.

One of the beauties of the scheme is that there is no work to do on the part of sales staff and no forms to complete. Valuable items will need insuring, and customers often express an interest in obtaining insurance cover, this new initiative provides a very simple solution which the customers can extend to an annual policy if they wish.

Once the customer has registered for the free insurance, a policy document outlining their cover is sent immediately by email to them. The email contains a link whereby the customer can obtain a quotation to extend the cover beyond the 14 days.

Each month or week if required, the jeweller is sent a list of the number of free policies issued and the number extended into annual contracts.

By joining forces with JUNO jewellers can benefit in the following ways:

- **Stand Out in the Market:** Offering a complimentary insurance policy sets your jewellery business apart, attracting customers seeking added value. It will enhance your existing business proposition.
- **Boost Customer Confidence:** With our policy safeguarding their newly acquired possessions, customers can shop with confidence, leading to increased loyalty and possible repeat business.
- **No Set Up Costs.** No cost to either the retailer or customer, no computer integration and we pay for the marketing materials.
- **Easy to Operate.** Our hassle-free process ensures a smooth collaboration with no administrative burden.

"We are thrilled to extend this opportunity to jewellers nationwide," said Bob Andrews Managing Director at JUNO, our free policy reflects our commitment to creating value for both jewellers and their customers."

To learn more and apply to become a valued partner, contact us at bob.andrews@juno.insure

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