# new digital enhancements drive results

At Safeco Insurance, we know that customer retention and satisfaction increase significantly when customers are able to access their insurance policies online. Today's insurance customers expect to get help whenever they need it, and on their own terms. That's why Safeco is proud to introduce two new offerings to their policyholders so they can engage and do business from wherever they are and on any device.
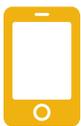
Safeco Mobile, a free smartphone app for customers, is now available in app stores for Android (Google Play) and Apple iOS (App Store). Putting customers' policy information and claims handling tools literally in the palm of their hand, Safeco Mobile also integrates seamlessly with existing Safeco systems, and with their agents'. For example, when Safeco customers log on to the app the first time, their agency information is displayed on the Home Screen.

New features include:
- Integrates with your customer's account at Safeco.com so everything they can do on Safeco.com (manage policies, make a payment, download an ID card, etc.) can be done within the app.
- The all-new Claims and Roadside Support feature guides customers who have been in an auto accident through the accident scene information gathering and claim submission process.
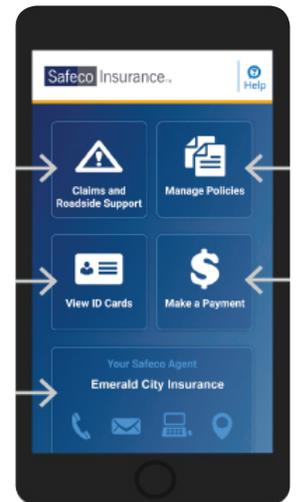
Encourage customers to sign up for a Safeco online account on Safeco.com
The updated online account includes easy login capabilities, streamlined navigation, and much more.

Customers can:
- Access ID cards and policy documents
- Update personal and billing information
- Track a claim from start to finish

Inline validation and success messaging

Create Username and Password to begin.

*Username

hannah123   ✅ Success

- Username must be 6-20 characters long
- You can use combinations of numbers, letters or symbols
- No spaces

Masked/unmasked password

*Password

••••••••   Show   ✅ Success

- Password must be 7-32 characters long
- Contains at least 1 number and 1 letter
- No spaces

GO CONFIDENTLY.

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