

EUROP ASSISTANCE LAUNCHES HOMIO IN PARIS METROPOLITAN AREA, A RETAIL MARKETPLACE DEDICATED TO RENOVATION AND REPAIR SERVICES.

October 11th 2016 - Europ Assistance reinvents the codes in the renovation and repair services throughout an innovative marketplace connecting customers and professional craftsmen.

Driven by the ambition to facilitate the daily life of retail customers, Europ Assistance enlarge its scope of intervention going beyond home emergency solutions and creates Homio. This marketplace makes it possible for the individuals to order and plan works by connecting them to professional craftsmen selected by Europ Assistance and crowd rated by the community. Painting and flooring jobs are already available, plumbing, electricity and others will come soon. Europ Assistance is the first player of its industry to position itself as trusted third party for consumers to easily find a high quality service at the right price.

As highlighted by Stéphane Charbonneau, Group EVP, Home & Family Global Business Line: “the end-to-end service digitalization for home assistance is now a reality: both for emergency assistance and for renovation works. In this market, customers face unmet expectations: find a valid and available craftsman, at the right price. With Homio, Europ Assistance take on the challenge of the digital transformation reinventing the services linked to the home assistance, positioning the customers as “consum’actors””.

A solution to reinforce the trust between individuals and craftsmen

More than connection between individuals and craftsmen, Homio marketplace allows to order and pay online for works. Individuals are well accompanied throughout the entire journey, from the craftsman selection to the final secured payment, a trustworthy relationship guaranteed by Europ Assistance.

The Homio platform was completely designed starting from the users’ needs to facilitate every stage of their project. Homio responds to the evolving expectations of individuals for digital solutions and provides a set of guarantees to avoid any unexpected surprises (selected professionals crowd rated by the community, access to the latest works of Homio craftsmen, transparency on prices, secured payment ...).

Help craftsmen of Paris metropolitan area to refocus on their core business

For its launch in the Paris metropolitan area, Homio selected craftsmen specialized in painting and flooring. Homio supports these professionals by helping them to be more visible and recognized, as well as by simplifying their administrative activities.

Europ Assistance helps craftsmen to gain efficiency and visibility in a highly fragmented environment.

About Europ Assistance

Founded in 1963 as the inventor of the assistance concept, the Europ Assistance Group globally supports 300 million customers with solutions for day-to-day or emergency situations 24 hours a day, 365 days a year across four lines of business: Automotive, Travel, Health and Family & Home Services.

100% controlled by the GENERALI Group, the Europ Assistance Group employs 8,543 staff across 44 companies present in 33 countries. Leveraging its medical staff comprised of 400 doctors and nurses supported by a network of 750,000 approved partners and its 35 assistance centers, the Europ Assistance Group carried out 11.6 million interventions and handled 71 million calls globally in 2016

Europ Assistance, *you live we care.*

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