



Prudential & DirectAsia Ready For Lift Off!



Dear Partner,

I am delighted that you have been selected for the pilot launch of the partnership between Prudential and DirectAsia. **Thank you** for taking part!

I hope that you will make the most of introducing DirectAsia's GI products to your customers and that it helps in finding new customers to grow your business and income.

This is our first newsletter following the beginning of the partnership. Also find attached the official launch of a **special pilot incentive scheme** plus a **15% discount for your car & annual travel insurance**. All these just for you!

Let's make it successful together!

Bob Thaker
CEO, DirectAsia

GETTING STARTED TO INTRODUCE GI: Your unique URL

Thank you for completing your e-learning and confirming your responsibilities and obligations as an introducer of DirectAsia's GI Products. Now you can get started:

- Your unique URL is **<https://secure.directasia.com/pacs?id=000>** **YOUR AGENT CODE**
- Example as: **<https://secure.directasia.com/pacs?id=00088126>**
- As an introducer, please provide this URL to your client if they wish to buy GI products directly with DirectAsia.

Note: As advised, introducing activities should not include the generating of quotation or completing of proposal. This can only be done by the client.

BRUSHING UP THE BASICS: Tools & Resources

We know that there has been a lot to take in, materials are available in this link: <https://www.directasia.com/pruadvisorstarterpack/>

- Partnership introduction pack
- Q&A pack
- Newsletters archive
- Incentives

WE'RE ALWAYS HERE TO HELP: DirectAsia hotline contacts

Please email us if you need help on URL link issues etc.

- FC IT Helpdesk Email: pru.ops@directasia.com

If your customers need our help, they can call us directly;

- Customer Care Hotline: +65 6593 3843
- Claims Hotline: +65 6532 1818
- Overseas / Emergency Assistance: +65 6603 3699