



Case Study: Members Benefit Schemes

The Glass and Glazing Federation (Fensa)

Fensa is a membership organisation that supplies the Glass and Glazing industry with lead in terms of Policy and also warranty insurance for glazing installations.

Fensa wanted to put a value added product on their member's package as a thank you for their loyalty to the brand. Fensa wanted to do this in the most cost effective manner possible but still offer a quality addition to their membership in the form of a legal product.

We demonstrated to them that we could save their clients the cost of legal expense insurance on their car insurance a saving of around £24 per year per vehicle and offer them a superior service than a large insurer possibly could.

We considered that because of the nature of the vans that Glaziers drive with internal and external frails we would need a source of these vans to accommodate this particular affinity partner's members. This meant that when we started the scheme there was no time delay in supplying these specialist vans when required.

We also extended the scheme to all employees and family members to really increase the value of the product to the members, allowing them to use it as a simple bonus to their staff's package.

We provide each member company with a number of Fensa branded Tax Disc Holders, for the members to put in their vehicles with an accident helpline number on the reverse. They also receive an accident card that allows them to take down Third party details and tells them what to do post accident so that they make sure that they have everything we or their insurer will need in terms information.

We provide them with advice if they have had an accident that was their fault to make sure that they report it to their insurer correctly. However if the accident is not their fault we will supply them with a like for like replacement vehicle, and repairs at a garage of their choice we will also put them in contact with a solicitor if they are injured. This means that they can get back to work and earning money as quickly as possible and know that they have the right vehicle for the job

It is a great success we have had a very large uptake from the members who recognise that this is a real benefit that is free to them. It really is a high quality give away product that saves members/employees and employers money.

“John Vanstone the Managing Director of Fensa has used the service when his wife was unfortunately involved in an accident.”

More Information at <http://www.missing-link.org.uk/employee-benefits/>