



PERSONAL SAFEGUARDS GROUP

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Differentiation and control are two focus areas for PSG in supporting electronics and appliance retailers and manufacturers.

Retailers of all sizes are bringing in-house their service contract programs to deliver the highest level of service to the consumer, enhance the consumer's experience and retain the underwriting profit.

Manufacturers are using limited warranties as differentiation designed to enhance the consumer's relationship. Offering a 2-year warranty versus the industry standard 1-year warranty allows a manufacturer to differentiate from their competitors. PSG helps manufacturers transfer the risk of the 2nd year to a carrier yet still manage the customer experience.

PSG supports retailers and manufacturers with custom solutions bringing together the insurance, technology, regulatory and administration components necessary to help ensure success.

