

Allianz Worldwide Partners Launches New State Of The Art "Fusion CORE" Ancillary Revenue Optimization Platform



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RICHMOND, Va., Oct. 24, 2017 /PRNewswire/ -- Allianz Worldwide Partners, a leading provider of travel protection products and services, has launched its third-generation ancillary revenue optimization platform known as Fusion CORE. The platform uses machine learning and predictive analytics to increase revenue for some of the world's leading travel suppliers by matching products, pricing, and positioning to customer needs. Developed by Allianz eCommerce company Fusion, the new CORE platform delivers world-class intelligence and marketing sophistication to partners around the globe.

"We've spent the last decade working to perfect the art of optimizing travel insurance offers. We deliver more than one billion offers annually and run thousands of tests each year with carefully selected products, price points and creative elements," said Mike Nelson, CEO of Global Travel Insurance at Allianz Worldwide Partners. "We've built a sophisticated marketing organization, with unmatched product range and a world-class testing platform that has led to stunning results for our partners."

"We're proud to offer the speed, agility and optimization results that are possible with Fusion CORE," said Bob Dufour, CEO of Fusion Company. "In our opinion no other optimization platform comes close to driving the ancillary revenue results that Fusion CORE now provides. We're extremely pleased to offer this cutting edge capability to Allianz's valued ecommerce clients."

Fusion CORE excels in testing offers in an increasingly complex ancillary revenue environment. The platform works across multiple channels (app, web, call center, mobile and email) and locations (booking path, check-in, managed reservations, etc.), and takes into account seasonal pricing and content variations. It also maximizes offer performance by selecting the best products, pricing, and positioning based on the specific attributes of the customer and their trip. The platform is available globally, accommodating multiple languages and currencies.

Allianz's newest platform uses proprietary algorithms and accelerates the testing process by allowing for fast, mass-processing of data and removes behavioral bias in results. "We are proud to offer this new advancement to our partners around the globe," added Nelson.

Allianz Worldwide Partners USA

Allianz Worldwide Partners USA (AGA Service Company) is a leading consumer specialty insurance and assistance company. We provide insurance to over 25 million customers annually and are best known for our Allianz Travel Insurance plans. In addition to travel insurance, we offer Allianz Global Assistance branded tuition insurance, event ticket protection, registration protection for endurance events and unique travel assistance services such as international medical assistance and concierge services. The company also serves as an outsource provider for in-bound call center services and claims administration for property and casualty insurers and credit card companies.

To learn more about Allianz Travel Insurance, please visit allianztravelinsurance.com or Like us on Facebook at [Facebook.com/AllianzTravelInsuranceUS](https://www.facebook.com/AllianzTravelInsuranceUS).

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