

# Amica

&

 **BERMUDA**  
INSURTECH

with  **SOFTECH**  
TEXAS

**SMART  
INSURANCE  
KEYCHAIN**  
YOUR INSURANCE ID

PROJECT .V1. 20225



# A GAME-CHANGING INNOVATION FOR AMICA CUSTOMERS

We are excited to introduce the Smart Insurance Keychain – a simple yet powerful tool designed to provide instant access to insurance information with a single tap.

This NFC-enabled keychain eliminates the hassle of searching for printed insurance cards or logging into apps during critical moments. Just tap the keychain with any smartphone, and it instantly opens a secure, browser-based page showing the customer's digital insurance ID.

No app download required. No login. Just tap and go.



## SMART INSURANCE KEYCHAIN

YOUR INSURANCE ID

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YOUR INSURANCE ID

## HOW IT WORKS:

- Every keychain is pre-programmed and assigned to the customer's account.
- Insurance details (PDF, image, link, or embedded content) are uploaded securely via our admin system.
- Customers keep the keychain on their car keys.
- In the event of a traffic stop or accident, they simply tap the keychain on their phone to pull up and display their current insurance information.



## WHY THIS IS A PERFECT FIT FOR AMICA:

- Broker-Friendly: If you work with multiple insurance providers, our platform supports any insurance document type, regardless of the carrier.
- Value-Added Service: Give your customers something tangible, smart, and useful — at no extra hassle to your internal system.
- Faster Verifications: Great for both customers and law enforcement during stops.
- No App, No Problem: Unlike many digital ID systems, ours is 100% browser-based and requires no application. Works with iPhone and Android instantly.
- Custom Branded: The keychains can be printed with the your logo and branding to promote customer loyalty and brand awareness.



## UPGRADE THE EXPERIENCE:

Offer customers an optional bundle:

- Smart Insurance Keychain + Emergency Contact Info
- Add service contact info, roadside assistance number, or custom messages.



## BENEFITS AT A GLANCE:

- Tap to Access Insurance
- Works with All Phones
- No App or Setup Required by End-User
- Secure & Editable by Company Staff
- Branded with Your Logo
- Simple to Distribute with Policy Documents
- Lifetime Use – No Hidden Fees
- Create more LOYALTY!

We ❤️ our  
customers

**SMART  
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## BUILDING CUSTOMER LOYALTY

The Smart Insurance Keychain also plays a powerful role in building customer loyalty.

In today's digital world, most insurance transactions — from contracts to policy renewals — are handled entirely online, with no physical connection between the company and the client. This makes it easy for customers to switch providers with just a few clicks. By giving clients a tangible, high-tech tool they can keep with them every day, you create a lasting physical link to your brand. This small but impactful device becomes a constant reminder of your service, increasing satisfaction, strengthening brand connection, and making it far less likely for customers to move to another provider. As a first-of-its-kind innovation in the insurance industry, it sets your company apart as forward-thinking and customer-focused.

