

# Responding to Objections on International SOS' Services



This document is designed to support International SOS' partners when responding to common objections encountered when attempting to refer clients to International SOS services.

Provided below is a short selection of responses to these objections. These provide clear answers to help the Partner introduce and position International SOS' services more effectively, prior to a formal introduction being made.

## **OBJECTION:** We don't travel to **high risk countries**, why do we need travel risk management?

### International SOS Responses:

- Medical and security incidents can occur **anywhere and at anytime**, necessitating a **comprehensive approach to travel risk management** regardless of the perceived risk in a particular location.
- Natural disasters, terrorism-related incidents, and general medical and security concerns are becoming **increasingly prevalent in locations that have traditionally been considered as "safe"**.
- Knowing where your travellers are, educating travellers about risks, providing alerts and immediate assistance is **not limited to high risk locations**.
- The most frequent assistance response involves trauma, including car accidents **which can occur anywhere**.
- **Recent incidents have not been in high risk locations** (Asiana plane crash, Boston bombing, Japan Tsunami, London Bridge attacks, etc.)

## **OBJECTION:** We are a **small company** with a handful of offices around the world. International SOS is **too expensive** for us.

### International SOS Responses:

- The cost of not providing travel assistance can be **significant**.
- Our services are priced according to the number of travellers, not by number of PNRs like other services, making it **easier to budget**.
- We have developed a bundled solution **specifically for Small and Medium Enterprise** clients.
- Our **tailored solutions** start small alongside your organisation, and as your organisation **grows and expands**, we can expand our offering alongside you.
- Customers can depend on a genuinely **integrated approach**.

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**OBJECTION:** We are a smaller client, **International SOS won't prioritise us.**

International SOS Responses:

- Our global Assistance Centres are the primary points of contact for **all of our clients**.
- **Regardless of size**, all clients receive the same level of care and expertise through this network.
- We have dedicated account management teams that directly implement services on behalf of our clients, with a **named account manager for every client** in every location.

**OBJECTION:** We can get our services **through our insurance company**, why do we need you?

International SOS Responses:

- We offer a **comprehensive in-house solution** – there is no “middleman” or any other external players involved in our service delivery.
- In the event of a medical or security emergency we follow the **agreed and pre-defined protocols** established in advance with each client, acting with your best interests in mind and according to your directions.
- We work **directly with your insurer** to cover payment and to take care of the claims and invoicing process.

**OBJECTION:** I already get a **tracking service through my Travel Management Company (TMC)**, why do I need International SOS' TravelTracker?

International SOS Responses:

- TMCs' expertise primarily lies in the travel management space – International SOS are considered experts in the provision of **medical and travel security assistance services**. These services are complementary to the TMC offering, providing you with a comprehensive travel management solution.
- TMC provided traveller location maps do not always provide **essential additional information** required by security and risk management teams.
- TMCs do not have **dedicated medical and security teams** providing assistance in emergency situations - TravelTracker is a key component in the delivery of these assistance services.
- International SOS' TravelTracker provides both a **proactive and reactive support solution** – it is a **holistic risk management tool**.
- TravelTracker provides a **multi-modal communication** tool to allow you to easily communicate with and provide **assistance to your travellers globally**.
- These services are fully **integrated into International SOS' global assistance capability**, provided through our dedicated Assistance Centres.

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**OBJECTION:** With all the tracking technologies out there, **itinerary tracking is no longer relevant.**

International SOS Responses:

- GPS tracking does not incorporate **where the next destination is or provide information and advice on that particular location.**
- Itinerary-based tracking captures considerably **more information** than other single-entry solutions.
- There is **no additional effort** required to ensure all components of a specific trip are captured, as all stages are automatically included and integrated into one seamless solution.
- International SOS' TravelTracker is also able to **integrate with shared economy providers** such as Uber to facilitate ongoing and real-time tracking – again, with no additional effort for the end user or client.

**OBJECTION:** Your TravelTracker tool is focused on **mobile travellers.**

International SOS Responses:

- Yes, TravelTracker is a **purpose-built and comprehensive risk management solution** for your mobile workforce.
- The **seamless integration of our tracking and assistance capabilities** ensures 24/7 access to information and advice at any time, whether you are a regular traveller or on your first assignment.
- It provides both a **proactive and reactive approach to risk management**, situational awareness and tracking capabilities, much more than just indicators on a map.
- In the event of a major incident, you can **quickly and easily** communicate with **all personnel in the affected area** – locally-based personnel are covered if you have Everbridge's Mass Notification and Safety Connection solutions, which are seamlessly integrated with International SOS' solutions.

**OBJECTION:** Your competitor seems to offer a **more focused security solution.** We like working with them better.

International SOS Responses:

- We offer a **dedicated travel security solution** that works in tandem with our medical services solution.
- In general, a security incident also has the **potential to incur a medical concern.**
- While our competitors provide security services with an outsourced medical component, we provide an **integrated medical and security services offering** to cover all of our client's needs through one integrated platform.



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**OBJECTION:** We have **our own internal Security team**, why do we need International SOS?

International SOS Responses:

- International SOS' global resources **work with your internal security team**, adding capability and providing essential support to allow you to meet your duty of care.
- We are available **24/7** to support your personnel, and have the **ability to manage everything** from a minor issue to a major medical or security emergency.
- Our services allow your Security and Human Resources teams to **quickly and efficiently track and communicate with your personnel in an emergency**, wherever they are, at any time - including those times when your internal teams may not be available (e.g. out of hours, vacation etc.)

**OBJECTION:** It is going to be **too difficult for us to switch** from our current provider.

International SOS Responses:

- Introducing a new program **does not have to be disruptive**.
- Offering greater service and assistance can be presented as **an enhanced benefit to travellers**.
- We provide **custom implementation plans** and **dedicated Service Delivery Managers** to ensure a smooth transition.
- An integrated service provider offers **less confusion** for travellers: there is only **one number to call for all travel assistance needs, 24/7**.