



Intact Insurance broker toolkit.

Helping you introduce Intact Insurance to your customers.

Introduce Intact Insurance with confidence.

This toolkit has been created to support you in conversations with your customers - giving you ready-to-use materials to introduce Intact Insurance, explain who we are and reassure them of the changes.



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Elevator pitch: what to say on calls.

A red icon of two overlapping speech bubbles, one slightly behind and to the right of the other.

Here is a short introduction you can use when explaining the change and introducing Intact Insurance to your customers on the phone.

“ Intact Insurance is the new name for RSA in the UK, Ireland, and across Europe. It’s a new name and a new way to do business. For years, they’ve protected businesses and people, adapting to change and navigating uncertainty. Now, as Intact Insurance, they’re focused on making insurance simpler, faster, and more responsive - so you can move forward with confidence. Backed by global expertise and a commitment to service that feels different, Intact Insurance delivers expert solutions, practical insights, and 24/7 claims support when it matters most. For you, this means fewer roadblocks, quicker decisions, and a partner who understands your world. Intact Insurance - built on experience, driven by values, and here to help you thrive. ”

[Download Elevator Pitch as a PDF](#)

Elevator pitch: what to say on calls.

A red icon of two overlapping speech bubbles, one slightly behind and to the right of the other.

Here is a long introduction you can use when explaining the change and introducing Intact Insurance to your customers on the phone.



Intact Insurance is the new name for RSA in the UK, Ireland, and across Europe. It's a new name and a new way to do business. For years, they've protected businesses and people, adapting to change and navigating uncertainty. Now, as Intact Insurance, they're focused on making insurance simpler, faster, and more responsive – so you can move forward with confidence.

Backed by global expertise and a commitment to service that feels distinctly different, Intact Insurance delivers expert solutions, practical insights, and 24/7 claims support when it matters most. Their approach is designed for ease, supported by trusted partnerships, and built on deep experience across continents, industries, and businesses of every size.

For you, this means quicker decisions and a partner who understands your world. You benefit from faster answers, streamlined underwriting, and always-on claims support – with practical risk management and tailored solutions to help you plan ahead. Intact Insurance believes insurance is about people, not things, and this belief guides how they serve, build relationships, and strive for excellence. Intact Insurance – built on experience, driven by values, and here to help you thrive.



[Download Elevator Pitch as a PDF](#)



Customer email 1.

Here's a ready-to-use email that you can send to customers to explain what the change means for them.

[Download email copy as a Word doc](#)

Email header

Introducing Intact Insurance.

Body copy

RSA is now Intact Insurance in the UK, Ireland, and across Europe. You'll notice a new name and a fresh identity. But it's more than that. It's a new way to keep business moving - designed for ease, backed by expertise, and delivered through trusted partnerships.

Who they are

They focus on two things that matter most to customers: they deliver expert solutions and are easy to do business with - bringing global reach, local expertise to every interaction.

What this means for you

- Faster answers, fewer hurdles - they make things quicker, simpler and more responsive than before.
- Underwriting solutions- tailored solutions for complex and tough to place risks.
- Always-on claims support - 24/7 emergency support, online claims submissions and tracking. Anytime, anywhere.
- Claims on the fast track - work to pay claims less than £10k within 24 hours of receipt of information. Large complex claims have an Intact Insurance Loss-Adjuster who aim to visit the site within 48 hours.
- The global network behind the industry - 150+ territories, 23 sectors, 3,500 industry specialists - ensuring seamless, specialist cover for complex international risks.
- Risk prevention, not just protection - tailored support from close to 100 real-world experts providing 3,500 risk consulting surveys across 50 countries.
- Accessible cover for straightforward risks - powered by smart technology to keep business moving.
- Financial Stability - Backed by A+ (A.M. Best), A1 (Moody's) and AA (Fitch) ratings, Intact's financial stability provides a strong foundation for long-term success.

Built on expertise. Driven by values.

They believe insurance is about people, not things - because behind every policy is someone who depends on it. From first contact, they are easy to do business with - delivering expert solutions through every touchpoint. It's insurance - done differently.

If you have any questions about Intact Insurance, please get in touch.



Customer email 2.

Here's a ready-to-use email that you can send to customers to explain what the change means for them.

[Download email copy as a Word doc](#)

Email header

A new name, a new way to do business.

Body copy

Intact Insurance is the new name for RSA in the UK, Ireland, and across Europe. It's more than a rebrand – it's a new way to keep business moving: designed for ease, backed by expertise, and delivered through trusted partnerships.

Who they are

They focus on two things that matter most to customers: they deliver expert solutions and are easy to do business with – bringing global reach, local expertise to every interaction.

What this means for you

- Experts that speak the same language as the brokers they advise – they're industry specialists doing insurance, not the other way round.
- Use of advanced technology combining data and expertise – to help businesses manage risk with speed, precision and confidence.
- A focus on relationships, pragmatism and risk prevention – proactive, not just reactive.
- Always-on claims support – 24/7 emergency support, online claims submissions and tracking. Anytime, anywhere.
- Financial Stability – Backed by A+ (A.M. Best), A1 (Moody's) and AA (Fitch) ratings, Intact's financial stability provides a strong foundation for long-term success.

Built on expertise. Driven by values.

From first contact, they are easy to do business with – delivering expert solutions through every touchpoint. It's insurance – done differently.

If you have any questions about Intact Insurance, please get in touch.

Sharing our story with your customers.

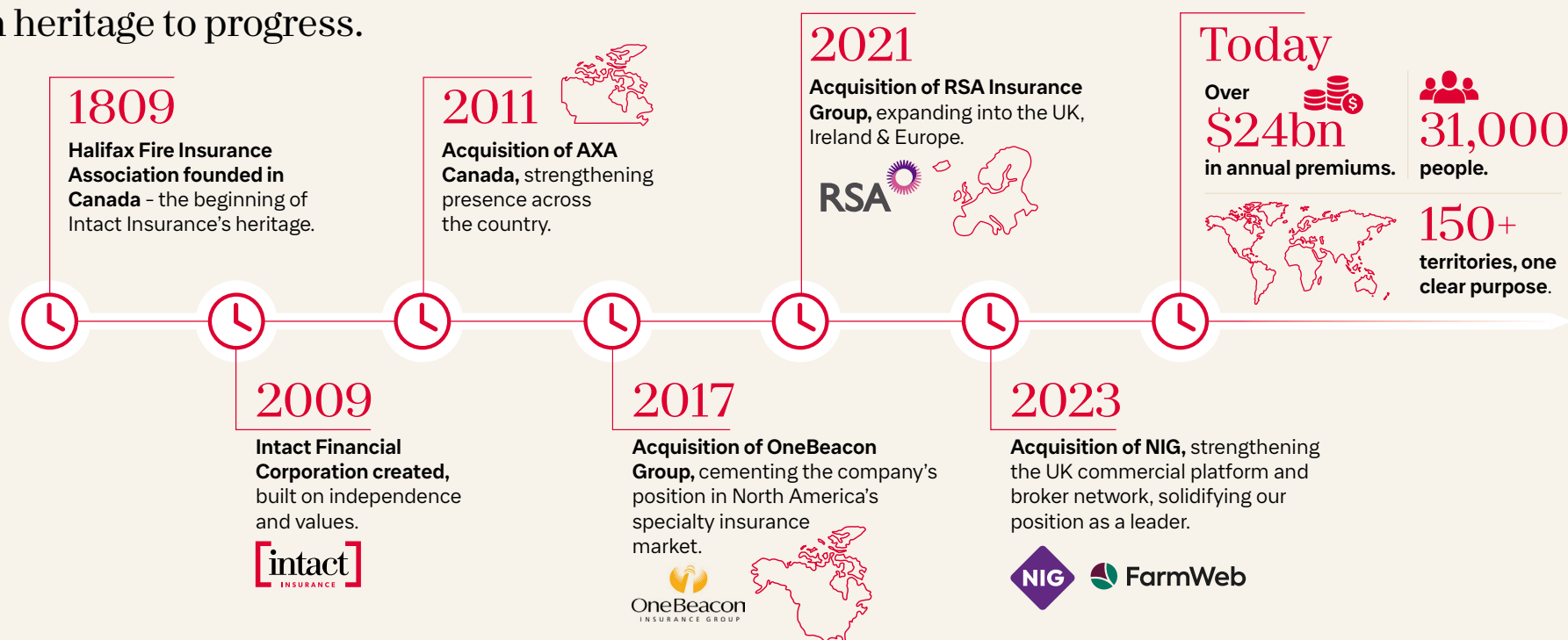
This timeline highlights key milestones in the Intact Insurance story, helping your customers understand our heritage and growth. Use the PDF as a leave-behind or send it via email.

[Download Infographic as a PDF](#)

The Intact Financial Corporation story.

Our history builds our strength but our purpose remains constant: to help people, businesses and society prosper in good times and be resilient in bad times.

From heritage to progress.



Our focus is on the future: making it easy to do business with us and offering expert solutions.



Give customers the facts that count.

This quick reference guide provides key facts about Intact Insurance that reassure customers and answer their initial questions. Use it during conversations to highlight our strengths or share it as a follow-up.

[Download Quick Reference Guide as a PDF](#)

Intact Insurance quick reference guide.

Get to know Intact Insurance - your trusted insurance and risk management partner.

Strengths as your partner

Market position

Top 5 UK Commercial Lines insurer with trading offices in key locations around the UK.

Strong performance

A+ (A.M. Best), A1 (Moody's) and AA (Fitch) ratings reflect the strength driving its market-leading performance.

Specialty Lines

Positioned for ambitious growth across Cyber, Renewable Energy, Marine and Financial Lines.

Claims excellence

24/7 emergency support, online claims submissions and tracking. Anytime, anywhere.

What makes us different.



Ease of doing business

Delivering expert solutions through every touchpoint, making things quicker and simpler than before.



Powered by AI and data

We've invested in technology to deliver predictive underwriting, dynamic pricing and smarter claims.



Expert solutions

Sector specialists who speak your language, proactive risk management and support from our Global Network.



Industry recognition

5 star rating awarded in the Insurance Times eTrading Broker Survey 2025 for faster, smarter support.

At a glance.

Established presence

31,000 people.

150+ territories, and
350+ offices, serving businesses globally.

Global insurer

Over \$24bn in annual premiums worldwide
 as part of the Intact Financial Corporation.

UK commitment

Over £2.7bn in UK business investing to grow to £5bn by 2030.





Be ready with answers to customer questions.

These FAQs address the most common questions customers ask about the RSA to Intact Insurance transition. Use them to prepare for conversations or share directly with customers who need additional reassurance.

[Download FAQs as a PDF](#)

Primary FAQs.

Q: Who is Intact Insurance?

A: Intact Insurance is part of Intact Financial Corporation, a leading global insurer with a strong presence in North America, the UK, Ireland and Europe.

Q: Will my policy or cover change?

A: No. Your cover remains the same and your broker continues to be your main contact.

Q: What happens if I need to make a claim?

A: Nothing changes. Claims are handled as before, with the added support of Intact Insurance's industry-leading 24/7 claims service.

Q: Is Intact Insurance financially strong?

A: Yes. Intact Insurance manages over \$24bn in annual premiums globally and is one of the largest P&C insurers in North America. It is rated A+ by A.M. Best, A1 by Moody's, and AA by Fitch, reflecting the financial strength and stability behind its business.

Q: What's new with Intact Insurance?

A: You'll see faster quotes, smarter underwriting and a better claims service. We're investing in technology and AI to make processes quicker and simpler, backed by global expertise you can trust.



Be ready with answers to customer questions.

These FAQs address the most common questions customers ask about the RSA to Intact Insurance transition. Use them to prepare for conversations or share directly with customers who need additional reassurance.

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Extended FAQs.

Q: Will I still work with the same people?

A: Yes. You'll continue to work with the same brokers and teams you know. The same expertise, just under the Intact Insurance name.

Q: Will my premiums be affected?

A: Your current policy terms remain unchanged. Any future premium changes will be based on normal factors like claims, market conditions and risk assessment – just as before.

Q: Who regulates Intact Insurance in the UK?

A: Intact Insurance UK is regulated by the Prudential Regulation Authority (PRA) and the Financial Conduct Authority (FCA).

Q: Why has RSA changed to Intact Insurance?

A: This change brings us together under one powerful, global brand. It means more investment, innovation and expertise for brokers and customers.

Q: Will my documents look different?

A: Yes, you'll notice Intact Insurance branding on future documents and communications, but your cover, service and points of contact stay the same.

Q: How is Intact Insurance investing in the UK?

A: Intact Insurance has already invested over £1bn in the UK & Ireland business, with plans to grow to £5bn by 2030 (Commercial & Specialty Lines).

Q: How are claims and complaints handled?

A: Through the same established processes, now with Intact Insurance's commitment to speed and fairness.

Contact us for information or support.

We hope you find the toolkit helpful in introducing Intact Insurance to your customers. We're here to support you and your customers through this transition.

If you have questions or need support, we're here to help.

Questions about Intact Insurance?

Speak to your Intact Insurance representative.

Visit [IntactInsurance.co.uk](https://www.intactinsurance.co.uk)

Thank you.

Purpose: To help people, businesses and society prosper in good times and be resilient in bad times.

Values: Integrity • Respect • Customer driven • Excellence • Generosity