

Policyholder Emails for New-Business and Renewal Policies

March 23, 2018

Citizens has updated the policyholder email we send to Personal Lines new-business policyholders when the policy issues. In addition, we now send a corresponding email to renewing Personal Lines policyholders.

Details

Subject lines of the emails are:

- New-business: *Your Citizens Policy <Policy Number> Has Been Issued*
- Renewing business: *Your Citizens Policy <Policy Number> Has Renewed*

The email includes the following information:

Section	Description
Property Address	<ul style="list-style-type: none">• Includes the policyholder's property address for convenience
Introduction (New-business only)	<ul style="list-style-type: none">• Introduces Citizens
Introduction (Renewing business only)	<ul style="list-style-type: none">• Thanks policyholders for renewing their policy with Citizens• Advises to update policy information if necessary
Register for myPolicy	<ul style="list-style-type: none">• Encourages registration for myPolicy• Informs policyholders of making a one-time payment
<i>Call Citizens First</i>	<ul style="list-style-type: none">• Encourages reporting claims immediately• Briefly explains Citizens' Managed Repair Program (for <i>Homeowners 3 – Special Form (HO-3)</i> and <i>Dwelling Property 3 – Special Form (DP-3)</i> policies only)
Stop Assignment of Benefits Abuse	<ul style="list-style-type: none">• Advises policyholders to learn about assignment of benefits abuse
We're Here to Help!	<ul style="list-style-type: none">• Provides agent contact information• Lists Citizens contact information and additional resources
Citizens Is Social!	<ul style="list-style-type: none">• Directs policyholders to Citizens social media platforms

Notes

- A copy of the email will be available in the Documents section in PolicyCenter®.
- Be sure to confirm the policyholder's email address is correct in PolicyCenter. For step-by-step instructions to update an email address, log in to the *Agents* site and from the website's top menu, select **Search** → **Search Frequently Asked Questions** (FAQs) and enter *update policyholder's email address*.

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