



White Horse Insurance Ireland dac – Customer Charter

About White Horse Insurance

We love what we do and are passionate about providing reassurance through our products and demonstrating that commitment through our actions when the unexpected happens. We provide travel, gadget, wedding, and other niche short duration general insurance products to customers across Europe.

This Customer Charter is our promise to you as a customer and explains the standards we apply to the service we deliver to you. We will always be on the lookout for ways to improve, including listening to our customers on how we can do things better.

Our Mission

Through building powerful partnerships, we will be there for our customers in their hour of need.

Our Values


Keep it Simple

- Design products, processes and services that are easy to interact with and understand.
- Change and innovate to remove complexity.

Think Customer

- Apply a customer lens to everything.
- Design products and processes that meet our customers' needs and expectations.
- Be there when the customer needs us.

Act with Integrity

- Do the right thing.
 - Be honest and transparent.
 - Embrace governance and regulation.
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Congregate, Collaborate & Communicate

- Work together to design, develop and resolve.
- Co-design our products, processes and services with stakeholders, employees and partners with a focus on the end customer.

Be Open Minded

- Encourage diverse thinking, listen to everyone's point of view.
- Embrace and encourage change and innovation.
- Be brave and ambitious– try new things.
- Empower each other.

Our Commitment to Our Customers

- We will respect and be there for you, our customers.
 - We will provide prompt, friendly, and efficient support.
 - We will be realistic about what we can do and when we can do it.
 - We will provide you with accurate, reliable, and clear information.
 - We will design products to meet your needs and provide fair value.
 - We will use technology to improve your experience.
 - We will choose partners who share our values and customer centric culture.
 - We will empower our teams to make the right decision and shout out where we may fall short.
 - We will own our mistakes and take the lessons we learn to continuously improve.
 - We will ensure that all customers are treated equally and fairly.
 - We will accommodate the diverse needs of our customers.
 - We will identify and respond to customer vulnerabilities.
 - We will show respect for your privacy in your dealings with us and the confidentiality of information discussed.
 - We take our social corporate responsibilities seriously and recognise that we have a role to play in the community and wider society.
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Measuring and Improving the Quality of Our Service

We will measure and improve the quality of our service by:

- Conducting regular surveys and acting on feedback.
- Regular in-depth analysis of our complaints.
- Using key performance indicators and service level agreements in the management of our business and services.
- Implementing quality training and coaching activities.
- Recognising our colleagues for customer service delivery excellence.
- Using effective internal control systems with appropriate governance and reporting.
- Empowering our teams to make the right decisions and take the appropriate actions when supporting customers.
- Conducting regular reviews of our products to ensure they continue to evolve and meet your needs whilst providing fair value.

Customer Service Feedback

As we strive to deliver exceptional customer service, we encourage you to provide feedback. Whether you have a request for action, a compliment or a complaint, we would like to hear from you. You can send your feedback to us at Queries@white-horse.ie.

Customer Complaints Procedure

Whilst we always strive to provide the best possible service, if you do have any questions or concerns about our products or services, please forward details of your queries to the Complaints Team through the below:

By email: complaints@white-horse.ie

In writing: The Customer Experience Manager,
White Horse Insurance Ireland dac,
Rineanna House,
Shannon Free Zone, Shannon,
County Clare,
Republic of Ireland

An independent member of our team will review your complaint, fully investigate and respond to you as quickly as possible. If you are not satisfied with our response, you will have the opportunity to escalate your case to the ombudsman and we will provide you with the relevant contact information to do so.

