

The Opportunity

Servify wanted a responsive insurance partner who could help them underwrite large consumer electronics warranty programs within their existing and new North America partnerships. AmTrust Warranty & Specialty Risk had the industry knowledge and underwriting expertise to launch multiple product protection programs that would overcome competition from strong incumbents.

The Solution

Servify and AmTrust Warranty & Specialty Risk partnered in 2018 to deliver customizable product protection options on consumer electronics. AmTrust, recognizing how the Servify technology and attention to the customer journey would hold value for North American OEMs and brand partners, provided the right combination of compliance expertise, financial stability, and flexible underwriting to match Servify's unique technology model.

The Results

With AmTrust's help of creating a range of complex rate profiles designed to optimize the delivery of the Servify technology, Servify has more than doubled its written premium every year since the inception of the partnership.

The AmTrust Warranty & Specialty Risk relationship allowed Servify to partner with HP, OnePlus, and Samsung within the United States and Canada. Servify has brought to market new programs and coverages with comprehensive terms and conditions, flexible pricing models, and fully integrated data and accounting processes.

In 2022 Servify introduced the first comprehensive device protection program (ServifyCare) available through broadband service and utilities providers. Continued growth and progress with new Loss & Theft coverages are coming in 2023, with plans to extend to opportunities in the Middle East and Europe.

Company Background

Servify, a startup based in Mumbai, runs a Product Lifecycle Management Platform for top OEMs globally. The platform helps its consumers buy products affordably, protect them during usage and/or extended coverage, and helps seamlessly exchange/upgrade during the end of life. Servify works with over 50 top global OEMs such as Apple, Samsung, HP, OnePlus, Vivo, Xiaomi, etc., in multiple geographies. Servify's Technology Platform creates a modern, digital, and transparent experience for consumers while seamlessly integrating with the systems of OEM Brands and their sales and service ecosystem.

Industry	Annual Revenue
Consumer Electronics	Over \$130M



Global Operations in North
America, Europe & Asia