

From Sabina to the dreamed Potrerillos: Experta Seguros' unique experiences grow for its producers

The company created unforgettable activities in Neuquén, Mendoza and Buenos Aires for dozens of its associates. Art, sports, adrenaline and the best gastronomy marked the schedule of activities of Experta Full Experience in March.

Buenos Aires, April 9 – Dozens of producers associated with Experta Seguros enjoyed sports experiences, concerts and the most outstanding gastronomy of the country in Buenos Aires, Mendoza and Neuquén during March, in a recognition that the company makes throughout the year to highlight the strategic alliance whose main objective is to reach the client with the best product in the market.

With the Experta Full Experience program, the insurance company permanently recognizes its most outstanding producers each month with exclusive activities in different regions of the country. The proposals included sports days, musical shows and meetings that fostered exchange, professional recognition and enjoyment in a relaxed atmosphere.

"Approximately three years ago we started this program to bring our network of producers and customers a different alternative. We give them the opportunity to live unique experiences, something that is not so easy to find in the market today", explained Victoria Sauca, Manager of the Producer Channel of Experta Seguros.

Celebration in Buenos Aires: music and women's recognition

As part of Women's Month, Experta organized two special events. The first was a night of music, where 14 women producers enjoyed Joaquín Sabina's show from the company's exclusive box in the micro-stadium where the artist played. The second was a luncheon that brought together 40 women insurance advisors together with managers and commercial executives.

"We have been doing important work with women. We started to move away from the more traditional sports experiences such as soccer or golf, and incorporated new activities such as yoga or musical shows. We also involve those market referents who are not necessarily producers, but are an active part of the organizations," Sauca explained.

De Sport and adrenaline in Neuquén and Mendoza

In Neuquén, the program took place at the World Padel Center Patagonia, with the participation of 22 producers. The day began with breakfast, followed by an initiation clinic for those who did not know how to play paddle, and then friendly matches were played. At noon, the participants shared lunch on the premises with a menu specially designed for the occasion.

In Potrerillos, Mendoza, 10 producers from the Cuyo region had an unforgettable rafting experience. The group left from Experta's offices in the city and was taken to the Base Argentina de Rafting, where they carried out the activity. The closing was a lunch with a menu of free rib eye with side dishes. The hosts were the managers and commercial executives of the region, who accompanied the participants throughout the day.

An expanding program

Since its inception, Full Experience has been adding more and more proposals. "In the last year, we have had 14 experiences, including national and international ones. Soccer, golf, Formula 1 at Interlagos, paddle tennis, tennis... even spaces where the producer can extend an invitation to his client. This generates a relationship that does not occur in the strictly working environment," Sauca pointed out.

The program also aims to bring the new generations of producers closer to the company's dynamics. "Many times the young producer does not know how an insurance company behaves. These spaces allow a natural approach, and although they are not business meetings, many important things are at stake for the business," he added.

Sauca remarked that Experta Full Experience also strengthens the network of internal relationships and opens up spaces for dialogue: "The producers get to know each other, exchange ideas, and that is fundamental. We are constantly looking for new producers. We have a lot of capillarity in all areas and we continue to develop new proposals. That is why we invite you to follow us on social networks, where the next experiences are published".

In closing, the executive emphasized: "At Experta Seguros, we firmly believe in the value of our producer-consultants. They are the pillar that allows us to reach our clients with quality and trust. Therefore, our commitment is to continue offering them tools and experiences that enhance both their professional and personal development".

About EXPERTA SEGUROS

Experta Seguros, with 100% Argentine capital, is a general and life insurance company that belongs to Grupo Wertheim. With an innovative profile, it relies on its knowledge and experience to offer integral solutions to its clients.

Experta ART aims to be the country's most chosen insurance company for its quality services and the response provided to companies and their policyholders. In order to achieve this goal, the ART is committed to incorporate capabilities, skills and technologies in its personnel to establish a clear leadership in the coverage of labor risks, providing security and solutions to its clients.