Corporate Crisis Prevention & Response (Corporate CPR)

A crisis management support package for corporate clients
Meet AXA XL

A changing world needs new answers and we’re here to help find them. With an incredible blend of people, products, services and technology, we have the power to find innovative, creative solutions to your risks – from the most familiar to the most complex.

We know your business is unique and constantly changing, so we listen first and we take the time to understand the specific risks you face. In the event of a loss, we promise to investigate and resolve your claim quickly and fairly – so you can move forward with getting back to business as soon as possible.

We’ll be there – whatever the crisis

Threats to your business can come out of nowhere, quickly escalating into a crisis with the potential to devastate your business. From bribery to lone assailants, kidnap to natural disaster, political upheaval to industrial accidents, today’s threats are wide-ranging, hard to predict and even more difficult to manage.

AXA XL’s Corporate Crisis Prevention & Response (Corporate CPR) is the result of decades of experience in helping large corporate clients prevent, prepare for and handle crisis situations. Working with world-leading crisis response partners, we provide pre-crisis planning and training to minimise the threat of incidents wherever possible – and fast, expert response and communications support to minimise the damage to your business and reputation should the worst happen.

The coverage is designed to either lead your crisis management response or help provide experienced, global and independent support to your existing internal security and crisis management capabilities.
Crisis response and support

Crisis prevention

Our global crisis response partner, S-RM, will work with you to help you understand and reduce the risks you face, improve your procedures and train your people.

Typical activities include:
- Risk assessments and audits to identify your vulnerabilities
- Advice on how to tighten your security
- Support to develop simple and practical crisis management plans
- Bespoke security training for your staff
- Training to test your crisis management plans and preparedness
- Crisis communications planning

S-RM will begin work within days of your cover starting.

Crisis response

Managing the first hours and days of a live incident or security threat is critical. With Corporate CPR, you won’t be alone.

S-RM crisis experts will be ready to support you 24/7. They’ll help you assess the situation and advise on what to do, helping you mitigate the damage and get back to normal as quickly as possible.

Communication support

Our crisis communications specialists, Instinctif Partners, will help you deal with the media and protect your reputation through volatile, fast-moving events.

Services include:
- Internal and external crisis communications strategies including stakeholder mapping
- Media and social media monitoring services and strategic response
- Messaging and statement development for all stakeholders
- Question and Answer document development
- Front-liner briefing materials
- Press office resource
- Spokesperson coaching
Our crisis response and communication partners

S-RM is a global consultancy that helps clients manage regulatory, reputational and operational risks. Their dedicated crisis management division works with businesses to prevent, prepare for, and respond to crises. The team includes former military, law enforcement and intelligence agency personnel, who are supported by corporate intelligence and cyber security specialists. This gives clients access to an unrivalled set of skills and expertise in one place.

Collectively, the team has handled thousands of cases in 150+ countries. Whatever the crisis, S-RM can help minimise business interruption and safeguard your reputation by providing strategic consulting, insight and guidance; procedural reviews and training; and by assisting in delivering an effective response when a crisis occurs.

Instinctif Partners provides specialist crisis communications support for more than 850 businesses worldwide, from large multinationals to SMEs.

The team of former journalists and communications experts, provide strategic advice on crisis communications with both external and internal audiences. A founding member of the Crisis Management Network, the firm has 19 offices across the US, Europe, South Africa, the Middle East and China.
Expert crisis response

How the policy works

Upon binding
- Initial consultation with S-RM and Instinctif Partners
- Access to Global Security Insight (GSI) online risk analysis platform
- Regular reports and bulletins covering global security and political risks
- Crisis management guidelines

Pre-crisis
- 20% of the first year’s premium is available for additional pre-crisis consulting and training services – 10% available in subsequent years

Policy triggers
- Insured Event occurs
- Ongoing threat to life
- Threat of an event occurring
- Suspicion that an event has occurred

Incident
- Crisis response services from S-RM: full access to S-RM’s services and capabilities for 120 days
- Crisis communications support from Instinctif Partners: full access to Instinctif’s support for 120 days

Post-crisis
- Post-incident reporting, debriefing and review of lessons learned
- Security awareness training for affected Insured Persons

Expenses
- Additional security, close protection and physical security measures
- Psychiatric and trauma counselling
- Travel and accommodation costs
- Evacuation costs

Indemnity
If you would like additional indemnity cover for a range of risks, a variety of AXA XL insurance products can be bought in conjunction to support this.
What we cover

We’ll be there for you whatever the crisis. If you face a threat that’s not listed here, let us know and we’ll do our best to design a bespoke package to cover it.

Criminal events
Bribery, competitor malfeasance, industrial espionage, malicious product tampering, sabotage, threat

Disaster events
Disaster, environmental disaster, epidemic, major accident, natural disaster, pandemic

Kidnap and extortion events
Abduction, detention, extortion, hijack, hostage crisis, kidnap, product extortion

Personal safety events
Disappearance, murder, stalking, suspicious death, violent crime, workplace violence

Political risk events
Confiscation, expropriation, forced abandonment, illegal seizure

Political violence events
Active assailant event, civil commotion, civil war, coup d’etat, denial of access, insurrection, malicious damage, occupation, rebellion, revolution, riot, strike, terrorism, war
Key benefits for your business

Corporate CPR supports your business strategy as well as ensuring you’re prepared for a crisis.

- Expert services that help you fulfill your duty of care to employees and complement your existing security, communications and crisis response capabilities
- Funding for pre-crisis training and planning
- A single point of contact for all crisis situations through our emergency response hub
- Immediate 24/7 access to world-leading crisis response experts
- Our Global Security Insight portal and a range of security updates and crisis management guidelines
- Bespoke cover to fit your individual business needs

Extend your cover

If you require indemnity cover to support the Corporate CPR response product, we can package Corporate CPR with other AXA XL insurance policies including:

- Kidnap & Ransom
- Emergency Evacuation
- War, Terrorism & Political Violence
- Active Assailant
- Workplace Violence
- Product Contamination
- Reputation Management
- Personal Accident, Medical & Travel
- Environmental
- Political Risk
We have also further tailored Corporate CPR specifically for certain industry sectors to ensure the coverage meets our clients requirements as closely as possible.

Please contact us for more information on the following industries:

- Maritime
- Education
- Aviation
- Media production
- Mining
- Energy
- Events
- Financial institutions
- Construction
- Aid and development
- Hospitality
- Retail
- Real estate

We can help you manage your risks. Please email us on: KRLondon@axaxl.com
At AXA XL, we work closely together with other AXA teams around the globe to provide you and your client the most holistic service and relevant solutions.