

Nationwide pilot program offers business insurance to Amazon Business Prime members

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Nationwide is testing a pilot program that offers insurance coverage to Amazon's Business Prime members.

The project, which runs through December, will allow eligible Business Prime members to take an online assessment, get an online quote and then connect with an agent to receive a discount.

"We know that customers can use our help to make good insurance purchase decisions to better understand the protection needs of their small businesses," Angie Klett, Nationwide's senior vice president of corporate development, said in a statement.

Nationwide has developed in partnership with Bold Penguin what it calls its Coverage Assistant that helps customers assess their insurance needs.

Columbus-based Bold Penguin is an insurance technology, or insurtech, company that makes buying and selling commercial insurance faster and easier. American Family Insurance bought the company this year.

Coverage Assistant uses predictive modeling to generate individualized protection options and risk information in an easy-to-understand process meant to provide context and build trust.

Eligible Business Prime members can log into their account and start their assessment on Nationwide's page.

The Coverage Assistant then will provide the [business owners](#) with a customized assessment that helps them understand the [coverage](#) that might make sense for their business based on data from other kinds of businesses like theirs. The process takes less than 5 minutes.

From there, customers can get a quote online or talk with a Nationwide agent. Eligible Business Prime members can also receive a discount on a policy purchased through Nationwide's sales team during the pilot.

"Our customers are always looking for ways to maximize their [business](#)

potential beyond procurement. We are excited that Nationwide will now offer Business Prime members help exploring [insurance](#) options," Todd Heimes, director of Business Prime for Amazon Business Worldwide, said in a statement.

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