



Intelligent Panic announcement

Emergencies rarely give people time to think. At **Ami**, we believe support should be immediate, human-led, and effortless to access.

That is why **Ami Assist** includes Intelligent Panic, an on-demand crisis support service that gives your clients access to emergency help through a single button on their cellphone.

What is Intelligent Panic?

Intelligent Panic connects your clients to real people who take charge during a crisis. Once registered, your client will choose one number on their cellphone to act as their personal panic button.

In an emergency, they simply press that number, and a dedicated crisis manager takes over from there.

How it works in a crisis



The Trigger:

The client presses their chosen panic button number.



The Callback:

A crisis manager calls back immediately.



The Action:

The manager assesses the situation and activates the most appropriate emergency support.



The Support:

They stay on the line until the situation is fully resolved.

This service is designed to reduce panic, save critical time, and ensure the right help arrives fast.

Important: Registration is required

Intelligent Panic only works once a cellphone has been registered. You can help your clients activate this in 3 simple steps

- **Step 1:** Open the SMS with the USSD registration code.
- **Step 2:** Tap the link in the SMS or dial the USSD code manually and follow the prompts.
- **Step 3:** Choose a panic number that will trigger the alert.

Once that is done, your Intelligent Panic service is active.

Who should register?

To ensure the safety of the entire household, registration is open to:

- The primary Policy Holder
- Their spouse or partner
- Any dependants living with the insured or listed on the policy

Please note: Each individual must register their own device separately to make use of the service.

Need help registering a client?

If your clients did not receive their registration SMS or require help with the USSD steps, please let us know. You can reply to this email or contact us using the details below, and we will assist in getting them set up.

Thank you for helping us keep your clients safe and supported.

*Kind regards,
The Ami Team*

We're so grateful to have you as part of our journey, and we look forward to the months ahead.

As always, feel free to reach out if you have any questions or want to chat about anything mentioned above. Your feedback is always welcome, and we love hearing from you!

Warm regards,
The Ami Team



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