



RUA

ASSISTANCE

We provide
innovative services
for holistic living.





About us

Born in 2011, we operate behind the scenes of the most prominent insurance, healthcare, security, financial, cooperative, credit card, and entertainment companies. For the past decade, we have positioned ourselves as the leading assistance company.

We create services and solutions to respond innovatively to customers' needs in all aspects of their lives.

We are a part of Grupo RUA, a strong business group that, thanks to its various business units, offers a powerful value proposition and becomes a true strategic business partner.

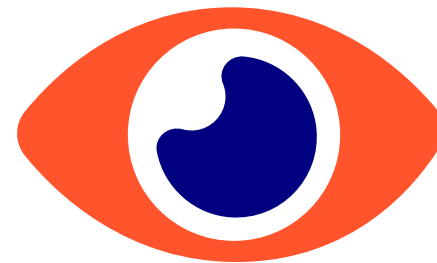
We deliver value and trust, which help contribute to and make your business more productive from day one.

Our philosophy



MISSION

Being an **indispensable ally** to our clients by providing them with passionate and **committed solutions and services for holistic living.**



VISION

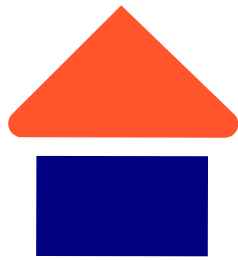
Becoming the **leading assistance company in the local and international market,** and a benchmark for the quality, professionalism, and innovation of our services.

Our **purpose** is to ensure that every **individual has the opportunity** to access **quality services.**

Business Units

En RUA Asistencia disponemos de una solución para cada necesidad de su cliente.

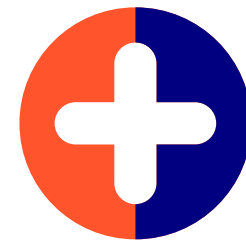
+1.500.000 de servicios brindados y una red de +3.000 aliados, distribuidos en diversas industrias, hacen de nosotros un socio ideal de negocios.



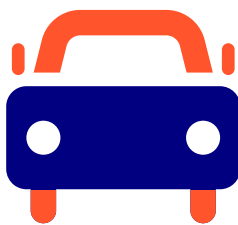
Home



People



Health



Automotive



Travel



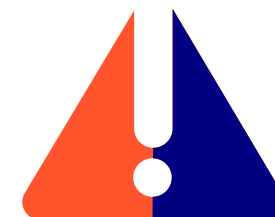
Pets



Technology



BPO
Contact Center



Special Risks

Benefits of RUA Assistance

1.

A contact center capable of catering to all your customers' needs 24/7 and executing successful service sales campaigns

2.

Immediate service availability thanks to our proficient network management.

3.

National coverage of all services with over 400 service providers.

4.

Quality management, with a dedicated department solely focused on the supervision and evaluation of our services.

We have an extensive **network of suppliers.**

We highly value each supplier who is part of our networks and take special care in their selection, training, and relationship with the company.

We have our own platform that provides monitoring and support to our suppliers during the provision of each assistance.

They are periodically evaluated by our Quality department through customer satisfaction surveys.



