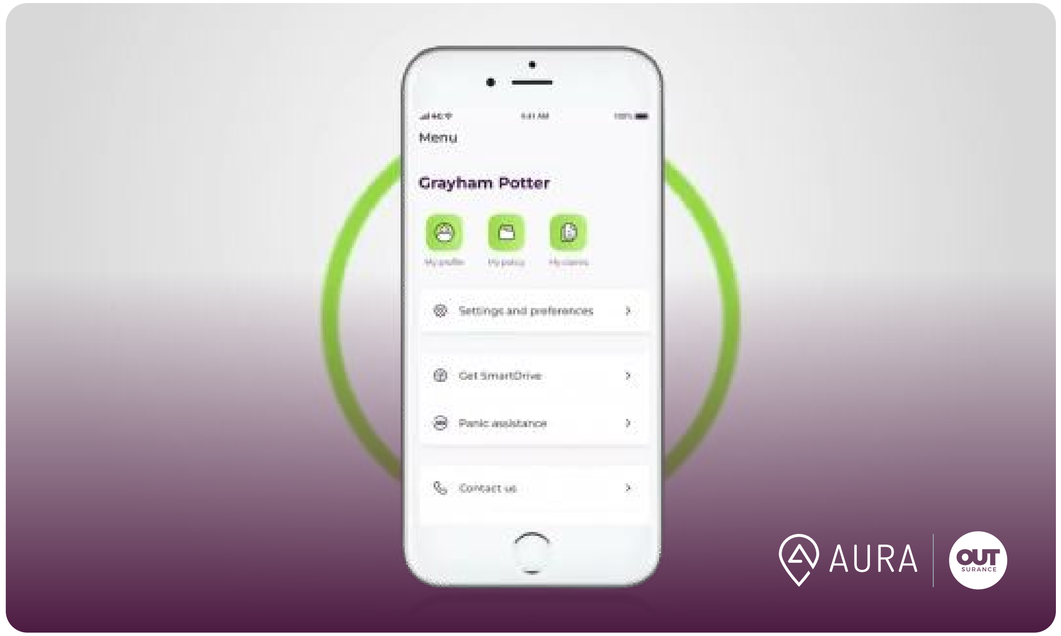
How OUTsurance saved +148 lives in one year with embedded emergency response powered by AURA

OUTsurance partnered with AURA to embed Panic Assistance into its app, giving customers fast access to private security and medical response across South Africa. This on-demand emergency support extended OUTsurance's promise beyond claims, strengthening trust, retention, and everyday product value.

148	2,000+	Nationwide
lives saved in 2025	lives saved	emergency support



Challenge

OUTsurance wanted to strengthen its service-led brand by providing meaningful support during real-world emergencies—not just during insurance claims.

The solution needed to deliver fast, reliable emergency response, integrate seamlessly into the existing app experience, provide nationwide coverage, and reinforce customer trust during high-pressure moments.

Solution

OUTsurance partnered with AURA to embed Panic Assistance directly into its mobile app.

With a single tap, customers can request private security or medical response, share their live location, and receive immediate support from the nearest verified responder. Even when customers cannot answer their phones, assistance can still be dispatched using location data.

Results

OUTsurance turned emergency response into a meaningful customer value-add, helping strengthen loyalty while creating new revenue opportunities through a standalone offer for non-clients.

- 148 lives saved in 2025
- 2,000+ long-term retained users
- Nationwide security and medical response
- Stronger service differentiation

★★★★★

“The feedback from customers is overwhelmingly positive. These are very tricky times when customers use this service and the difference we’ve made to saving lives, literally saving lives, has been amazing.”

Danie Matthee,
CEO

OUT SURANCE



Ready to get results like this for your business?

Talk to an expert