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Brand Book

Global Health DNA

A person who settles outside home country for a few years often has a multitude of concerns. **Due to a lack of knowledge or time, health care is not always a priority**.

At Foyer Global Health, we are all expatriates.
We offer you our expertise in the field of international health care by providing transparent health cover and service that meets your expectations.

We provide a **unique and personalised experience**, fully digital, autonomous or accompanied by our experts. We make your life easier while protecting your health,

wherever you are, **beyond borders**…

Values

They are the **"keywords" that best define what we want to share with our end users and clients**. They guide our tone of voice as well as the decision for our projects and interfaces.

Trust

- Provide clear & transparent answers
- Keep your promises at all times
- Live up to expectations
- Build long-term relationships

Excellence

- Average can never be an option
- Go the extra mile for clients/partners
- Challenge existing practices
- Learn from errors to further improve

Innovation

- Quickly adapt to new requirements
- Put your intuition to work
- Have an open mind and be curious
- Contribute to creating the future

Integrity

- Stick to the organisation's core values
- Treat everyone equally and fairly
- Always mean what you say
- Lead by example

Design Principles

Defining Design Principles is a way to keep all the company aligned with what has been decided as key guidelines, main principles and core values. **It will help improving the decision process of our teams**, reducing arguments, forcing clarity, and aligning the team on what really matters.

Design Principles

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"We keep it simple

We usually work on making interface smooth and simple for our users. Even for complex data display or process, we will simplify those and bring on screen only what is useful to them.

Design Principles

"

We allow errors

We are human, we make mistakes. Errors are the basis of our learnings. That is why, even if we do everything to prevent them for happening, we accept that users and employees make mistakes, as long as they learn from them.

Design Principles

"We empower our users

Insurance is all about responsibilities. Foyer Global Health is here to guide people in the intricacies of insurance clauses, and empower users who want more independence and freedom.

Design Principles

"We build trust through empathy

Neutral is bad. Facts are a lie. A human being is made of feelings that we need to respect and empower. We need to understand our users and clients, and deal with their feelings the best we can by welcoming them and use the social codes they are used to in their circles.

Design Principles

"Secured from digital to real life

Security and privacy should be the first concern for an insurance company. We bring all of that within digital journey, but also real life journey.

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Attributes and guiding principles

Tone of Voice attributes

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We are **Caring**

We care about our clients, partners and colleagues and we know that we can only be successful with mutual respect.

We are **Accessible**

We provide clients and partners with a large variety of communication channels and we are always available for them.

We are **Trustworthy**

We are transparent about what we are doing and why, and we do not hide behind ambiguity.

We are **Efficient**

We thrive to provide the best CX with multi-channel access and fast response times as we believe clients should spend their time enjoying life.

We are **Experts**

We make the complex simple to give a delightful experience and we are confident that our decades of expertise will meet all expectations.

We are

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Neutral and factual is already **wrong**

You are not a machine, you are a human being **helping** another human being.

Logos
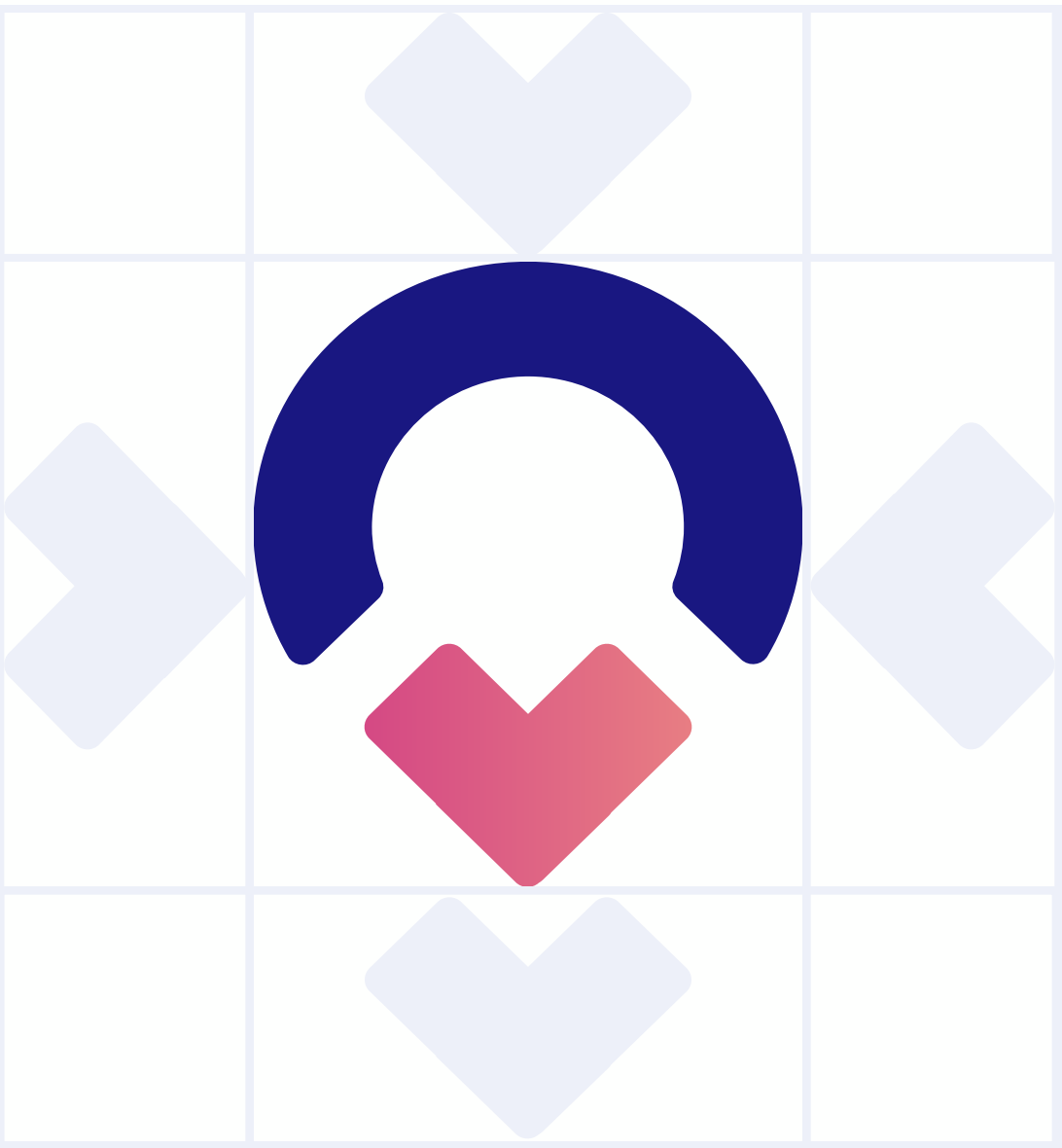
Main logo

Complete logo

Logo Icon

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Logo variation

Pink sign for
Individuals

Green sign for
Human Ressources

Dark sign for
Brokers

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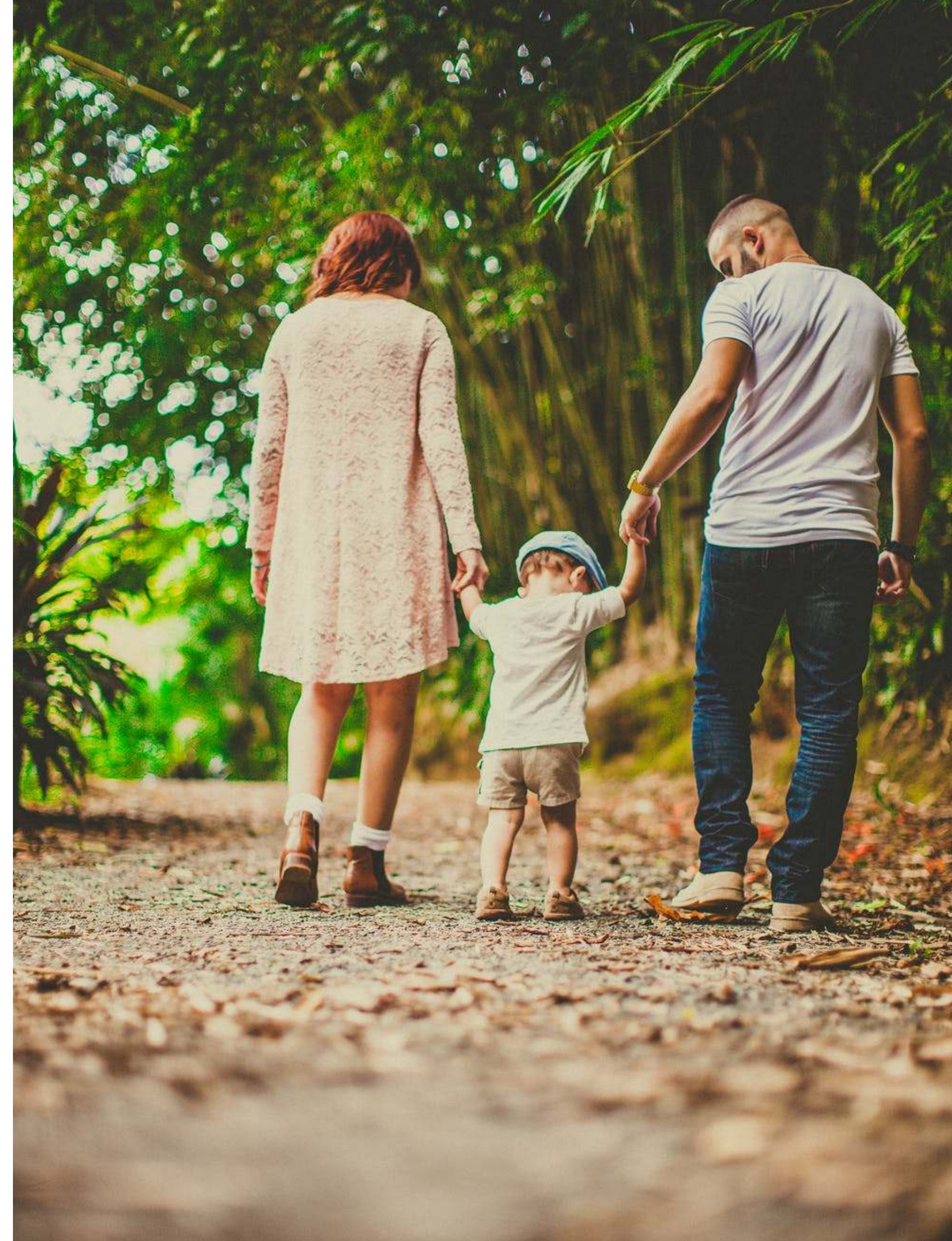# Baseline

"

Caring for you
beyond borders

The "**Caring for you**" can be swaped with other meaningful actions

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Colors
& Typography

Primary Colors

Deep Koamaru

Authority / Secure / Protection

Primary	rgb(25, 24, 130)	#191882

Lighter	rgb(243, 243, 254)	#F3F3FE
Light	rgb(208, 208, 244)	#D0D0F4
Info	rgb(117, 116, 180)	#7574B4
Dark	rgb(71, 70, 155)	#47469B
Darker	rgb(25, 24, 130)	#191882

Deep Cerise

Heart / Affection / Regeneration

Secondary	rgb(207, 58, 133)	#CF3A85

Lighter	rgb(246, 232, 239)	#F6E8EF
Light	rgb(239, 166, 203)	#EFA6CB
Info	rgb(207, 58, 133)	#CF3A85
Dark	rgb(151, 41, 97)	#972961
Darker	rgb(73, 16, 45)	#49102D

Light Coral

Joy / Enthusiasm / Mobility

Tertiary	rgb(220, 118, 123)	#DC767B

Lighter	rgb(252, 239, 240)	#FCEFF0
Light	rgb(248, 197, 199)	#F8C5C7
Info	rgb(220, 118, 123)	#DC767B
Dark	rgb(168, 87, 90)	#A8575A
Darker	rgb(100, 53, 56)	#643538

Complementary Colors

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Turquoise

Lighter	rgb(210, 244, 236)	#D2F4EC
Light	rgb(125, 208, 187)	#7DD0BB
Admin	rgb(63, 130, 113)	#3F8271
Dark	rgb(51, 102, 89)	#336659
Darker	rgb(25, 51, 44)	#19332C

Green

Lighter	rgb(227, 249, 218)	#E3F9DA
Light	rgb(165, 221, 141)	#A5DD8D
Success	rgb(111, 161, 90)	#6FA15A
Dark	rgb(92, 128, 77)	#5C804D
Darker	rgb(68, 96, 56)	#446038

Orange

Lighter	rgb(248, 236, 225)	#F8ECE1
Light	rgb(241, 184, 130)	#F1B882
Warning	rgb(243, 161, 86)	#F3A156
Dark	rgb(222, 132, 50)	#DE8432
Darker	rgb(158, 91, 30)	#9E5B1E

Red

Lighter	rgb(253, 239, 240)	#FDEFF0
Light	rgb(253, 198, 199)	#FDC6C7
Danger	rgb(228, 102, 104)	#E46668
Dark	rgb(193, 83, 84)	#C15354
Darker	rgb(148, 60, 61)	#943C3D

Grey

Lighter	rgb(245, 247, 255)	#F5F7FF
Light	rgb(235, 238, 249)	#EBEEF9
Grey	rgb(200, 202, 232)	#C8CAE8
Dark	rgb(111, 112, 147)	#6F7093
Darker	rgb(70, 72, 106)	#46486A

Typography

The official font used for Foyer Global Health is **Barlow**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
àâáäãåā éèêëęėē ĩîìíįī
çćč ôœöòóõøō
&@…,?¿!¡
€£‰±÷+=%

Lorem ipsum dolor sit amet, *consectetur...*

Lorem ipsum dolor sit amet, *consectetur...*

Lorem ipsum dolor sit amet, *consectetur...*

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Lorem ipsum dolor sit amet, *consectetur...*

Pictos

Individual Product Identity

Products

Essential
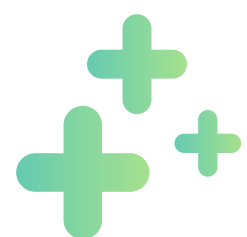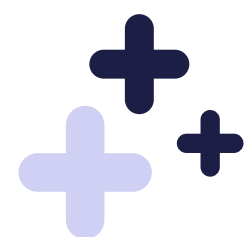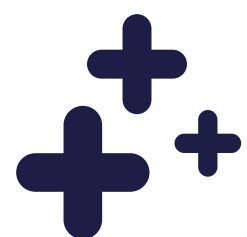
Special

Exclusive

Protect

Inpatient+

Student Protect

Complementary Health Insurance

Epion

EU Health

HR Product Identity

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Products

Essential

Special

Exclusive

Protect

Inpatient+

Student Protect

Complementary Health Insurance

Epion

EU Health

Broker Product Identity

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Products

Essential   **Special**   **Exclusive**   **Protect**   **Inpatient+**   **Student Protect**

Complementary Health Insurance

Epion   **EU Health**

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Illustrations

Illustrations

✓ Use illustrations to humanise the digital experience

✗ The illustration should not interrupt or divert the user's attention from important information

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Imagery

Imagery

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Use **real life** inspirational photography

Don't use **generic** photography

Campaign

Campaign

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160 X 600px

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Health Insurance Designed for Expats

Get A Quote Now

300 X 600px

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Health Insurance Designed for Expats

Get A Quote Now

950 X 250px

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Health Insurance
Designed for Expats

Get A Quote Now

990 X 45px

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Health Insurance Designed for Expats

Get A Quote Now

728 X 90px

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Health Insurance Designed for Expats

Get A Quote Now

320 X 50px

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Health Insurance Designed for Expats

Get A Quote

Business Card

Recto

Verso

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Thomas MERTEN

+352 000 000 000
contact@foyerglobalhealth.com
foyerglobalhealth.com

Insured Card

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Name : **Pierre-Antoine SCHMIDT**
Coverage plan: **Exclusive**
Policy n°: **987666**   Valid from: **March 2022**

gmmi
Global Medical Management

health   CMN
Corporate Medical Network

24/7 Emergency Assistance
incl. GOP and VOB
+352 **437 43 42 42**

Customer Service
+352 **437 43 42 44**
service@foyerglobalhealth.com

Your client portal
Available around-the-clock to:
- Access contractual documents
- Find medical providers
- Book telemedicine consultations
- Upload claims
- Contact us

Access to your client portal:
my.foyerglobalhealth.com

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Contract subscription sample

❌ Don't Say

We cannot provide you with an estimated premium at the moment. Please provide your payment information to continue the process.

✅ Say

I will contact you soon with a dedicated offer, adjusted to your needs. In the meantime these pieces of information are requested to proceed.

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Contract subscription sample

2 of 2

❌ Don't Say

We are not available at the moment, please try again later.

✅ Say

Our teams will be available soon. In the meantime if your question is urgent, we will be available for you at
sales@foyerglobalhealth.com

Say / Don't Say

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Contract amendment sample

❌ Don't Say

You must understand that the change you are requesting is not possible.

✅ Say

Thank you for your request **Peter**.

We are sorry to inform you that changes cannot be proceded during the contract period. *(explain more)*

Say / Don't Say

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Claim sample

✖ Don't Say

With this critical illness, reimbursements may take longer because we will have to check your contract conditions.

✔ Say

Hello **Peter**,

We have heard about your situation and we are by your side to help you get better in the best conditions.
We are checking on our side how we can best help you.

Claim sample

❌ Don't Say

Sir,

We have a lot of work at the moment, your case should be processed soon. ☺️

Best Regards.

✅ Say

Thank you for your patience **Peter**.

We have a lot of inquiries at the moment, sorry for the delay. We are now in charge of you request. Expect a solution soon! ☺️
Have the best day possible.

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Handling emails

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Read the message

Tips 1 of 5

You read the message? Good, now do it again.

It's easy to miss important detail the first time reading.

Most email readers skim through an email in less than 10 seconds.

Try to do better than that by actually reading and re-reading the message. It may seem like a waste of your time, but you'll be surprised how often your brain adds or removes words while reading.

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Understand the context

Tips 2 of 5

Context matters, remember written form doesn't transport well emotions.

Ask yourself the following questions to get a stronger sense of how you can help.

- What's the problem? (if any)

- What's the goal or intent of your sender?

- Try to put a word on their feelings? (happy, neutral, angry)

- What's the priority level of the email ? (low, normal, high/urgent

This will help you with the form of your answer by better understanding the whole context.

Deal with emotions

Tips 3 of 5

Your empathy is the best thing that can help improving customer support.

Some small things can help create this empathy.

- **Start your email with a polite formulation.** ("Thank you for reaching us, we are glad to help")

- **Reiterate what you understand from the sender**, you accomplish two things. First, you help them feel heard. Second, you provide the opportunity for your recipient to state their purpose and further clarify the issue in case you've misunderstood. ("If I understood correctly […]")

- **Commit to a resolution**: you will guide your sender until solution if found.

- If you already have a solution, **be clear and concise** to bring it to your sender.

- **Ask yourself "how would I feel if I was receiving this answer to my question?"**.

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Deal with guilt

Tips 4 of 5

Even if the client is wrong, never point it out.

It's easy to blame it on the client (or sender), but unfortunately for you, you are the expert, and the sender **just needs your advice on something**.

People don't make an effort to reach you if it's not justified and needed. Take time to ask yourself what you could do better to avoid this situation with another client. You will accomplish two things: first you'll avoid the "angry answer" by taking the guilt on yourself, second, you will improve your global service by fixing issues at the source.

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Invite a reply

Tips 5 of 5

Cultivate the relationship by avoiding a "one and done" response

First, never use a do-not-reply email address to answer to your sender. **Never**.

Then, actively encourage your sender to answer at anytime and for any topic they could feel a need for. You never close a case, you cultivate a good relationship for future requests.

Before you hit send

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Checklist

One more tips!

This checklist is only a basic idea you can improve with your own experience.

If you improve, share with your teammates!

Tips 1 of 5

I read the e-mail 2 times at least

I understand the client request and I can explain it to a colleague with my own words.

Tips 2 of 5

I understand client goal and problem

You understand the whole context, including client feeling and request priority

Tips 3 of 5

I answered in a positive way

I started with a polite formulation, re-phrased the client issue, and brought a solution.

Tips 4 of 5

Client is never wrong or guilty

You are not angry and did answer the client problem without blaming them.

Tips 5 of 5

Client can and is invited to reply

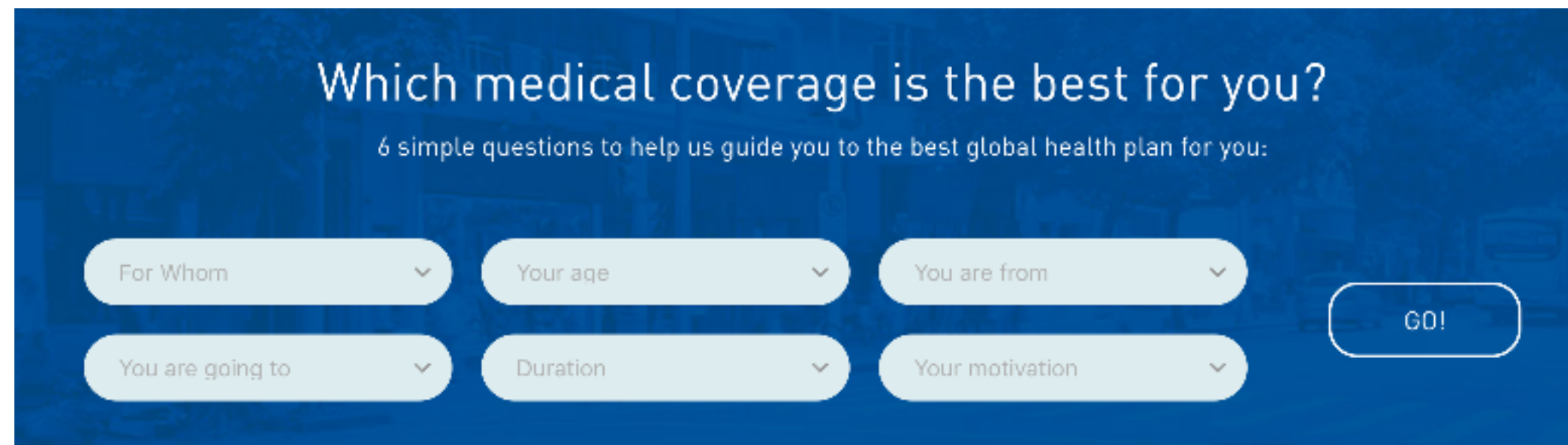You didn't close the conversation it encourages the sender to answer at anytime.

Copywriting
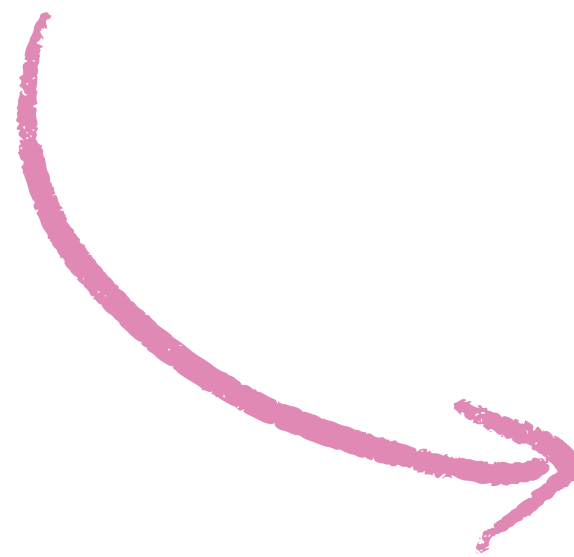
Copywriting

Sample 1 of 3 : **Website coverage module**

Which medical coverage is the best for you?

6 simple questions to help us guide you to the best global health plan for you:

| For Whom | Your age | You are from |
| You are going to | Duration | Your motivation |

GO!

We find the best medical coverage for you with only 6 simple information

❌ We wait for the user to do something

❌ We are misleading (what 6 questions?)

❌ We ask. "No no, YOU tell me"

✅ We actually do something

✅ We tell what will be done

✅ We care

Copywriting

Sample 2 of 3 : **Email body**

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Hello **Geoffrey CROFTE,**

Thank you for your interest in Foyer Global Health. We are glad to provide you with the best propositions for covering your health.

In case we missed something, we are entirely at your disposal 😊

I wish you a good day,

Jean-Baptise GARNIER
Digital Sales

✅ Close to people

✅ We do the best we can

✅ We are humans, we make mistakes

✅ We wish the best (no "regards")

✅ We keep the discussion open

✅ A human being signed the email

Copywriting

Sample 3 of 3 : **Email footer**

EDIT MY OFFER   SUBSCRIBE ONLINE

Any questions? Just Ask us!

☎
Call
+352 437 434 249

@
Email
j.garnier@fgh.lu

📍
Find us
12 rue Léon Laval, 3372, Leudelang

✅ We let people change their mind

✅ We keep the discussion open

✅ We offer alternatives

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Useful links

Useful links

Barlow font

🔗 Download

Illustrations

🔗 Download

Open Source imagery

Pexels

🔗 Download

Unsplash

🔗 Download

Pixabay

🔗 Download

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Contact

Jean-Baptiste GARNIER

Head of Marketing and Direct Businesss Development   jeg@foyer.lu

Geoffrey CROFTE

Lead Designer   crg@foyer.lu

Steven LOZACH

Head of Design   slo@foyer.lu