

Petrol PLAZA

Oman Oil partners with Bima to offer car insurance through its app

The association is part of the company's strategy to position as a customer-centred player in the region's market.



Oman Oil Marketing Company (OOMCO) has signed an agreement with Bima, the online insurance portal, to offer vehicle insurance through the OOMCO World App. Part of the company's journey to become a digital car care services hub, its latest development will join the rest of the platform's features and rewards to enhance its offers to customers.

"At Oman Oil Marketing Company, we believe in the power of digital to make people's lives easier. Thanks to Bima, our state-of-the-art app now also enables users to purchase reasonably-priced car insurance through their smartphones, whenever and wherever they like. Through this and many other partnerships, we continue to cater to our customers' evolving needs for fuel and car-care," said Hussain Jama Bait Ishaq, Acting CEO at Oman Oil Marketing Company.

"We are thrilled to have entered into this partnership with Oman Oil Marketing Company, which will

help us propel our company to the next level. Combining our amenities with OOMCO's cutting-edge technology and advanced solutions will allow us to provide better services to a much wider customer-base, especially because both Bima and OOMCO set high importance on quality and customer-centricity," added Said Al Rashdi, Managing Director at Bima.

The OOMCO World App currently has a total of 100,000 registered users and it's the cornerstone of the firm's digital transformation. With it, the company aims to position itself as a customer-centred marketer in the Gulf Cooperation Council thanks to the integration with its network of service stations.

The app lets the user not only view products available but also redeem loyalty points, unlock badges, locate other forecourts and more. After the announcement, the software will let its clients insure their cars with the push of a button.