

Top 5 Reasons People Need Cell Phone Insurance

1 IN 10 SWIPED



2 IN 10 NEVER SEEN AGAIN



2 IN 10 DROWNED



4 IN 10 SHATTERED



1 IN 10 BROKEN



"We hear it all. My personal favorite is the baby threw it down the stairs," said John Harper, Senior Director of Marketing for Brightstar Device Protection. "We know customers will laugh at many of these stories given time, but in the moment it's a major catastrophe to be without your phone. It's not until you need it that you realize the true value of cell phone insurance."

These are all real world reasons cell phone users have given to make an insurance claim on a damaged cell phone.

The unusual stories capture our attention, but it's generally the mundane that does a phone in according to research from Brightstar Device Protection, a device protection company which partners with nearly all major wireless carriers to provide phone protection. Based on a year's worth of claims, Brightstar Device Protection found most phones suffer damage to the screen. Water renders 2 in 10 phones useless, while an equal amount are simply lost. Theft accounts for 1 in 10 claims with the rest just plain wearing out.

Customers generally sign up for Brightstar's device protection and replacement program with their carrier and are covered immediately. Premiums are based on the retail price of the phone and the claims process is fast, easy, and can save consumers up to several hundred dollars. Brightstar also provides next day delivery of a new or quality refurbished replacement phone, which comes with a 90-day warranty.

"We know how traumatic a lost phone can be," said Senior Vice President and Head of Insurance, Fraser Parker. "We try to minimize the pain by offering a next day replacement, at significant savings."



About Brightstar Device Protection: Brightstar, partners with nearly all major wireless carriers to provide phone protection for new, used, or prepaid wireless devices against loss, theft and accidental damage as well as mechanical/electronic failure and malfunction. In addition, Brightstar has other replacement programs that cover every stage of the handset life cycle, including buyer's remorse, manufacturer's warranty, and out-of-warranty. For more information, please visit brightstarprotect.com.