



Microinsurance Conference 2008

Session: Strategic Approaches to Capacity Building

THE ADVISOR'S ROLE IN MICROINSURANCE

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Partner-Agent Model (Weakness)

MFI

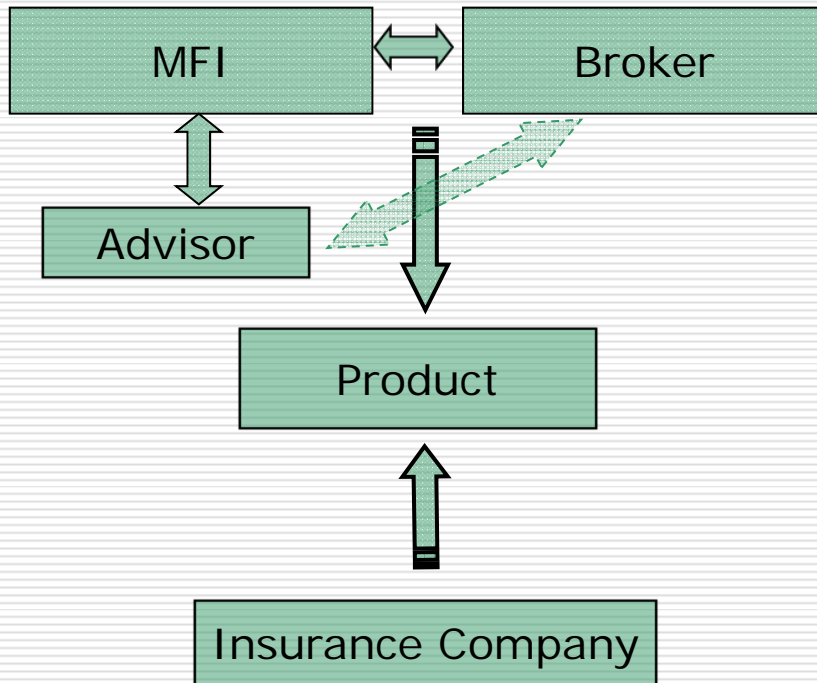
- ❑ Determination to those risks that clients are exposed.
- ❑ Absence of knowledge of Insurance.
- ❑ Choose the most adequate Insurance Company
- ❑ Asymmetry of the information

Insurance Company

- ❑ Acknowledge of the behavior of the target market in the management of the risk.
- ❑ Acknowledge to those risks that they are more exposed
- ❑ Little motivation to elaborate a measure product.

One Advisor is the appropriate next to accomplish the product that better adapt the needs of the target population

Alliance CIDRE - CONSESO



- Alliance MFI – Broker
- Market Investigation (Advisor)
- Design of the Product
- Election of the Insurance Company
- Alliance with the Insurance Company
- Approval of the Product
- Definition of the operative procedures
- Software developed of the link.
- Marketing Plan (Advisor)
- Capacitation of the personnel
- Put in working

Alliance CIDRE - CONSESO

Market Investigation

- 396 surveys to clients

Mains Objectives

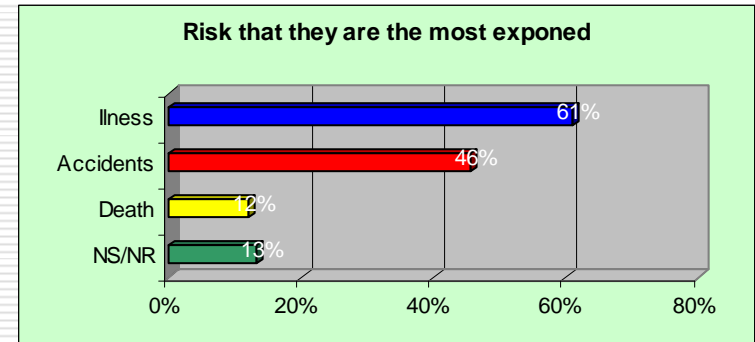
- Determination of the additional of the Credit Insurance.
- Established the interest of the acquisition of one security and their kind of security.

Profit of the Clients

- 70% men
- 43% greater of 44 years.
- 85% married or cohabitate.
- 12% with university studies
- 42% agriculture or cattle
- On the average 5 persons acomply the household and 2 contribute for the maintenance.
- 85% possess own housing.
- 35% posses water, electricity and sewer system.

The Survey permitted quantify the information.

Results

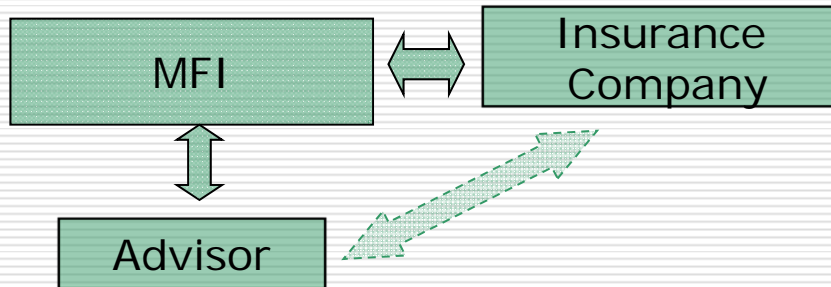


- 76% have interest to acquire one insurance.
- The 10% had accident the last year.
- The 49% of the accident victims can't work between 1 and 3 months.

Product

- Life Insurance that covers the rest of the debt with an additional amount that changes between (\$us.300 and \$us.1500).
- Total permanent disablement.

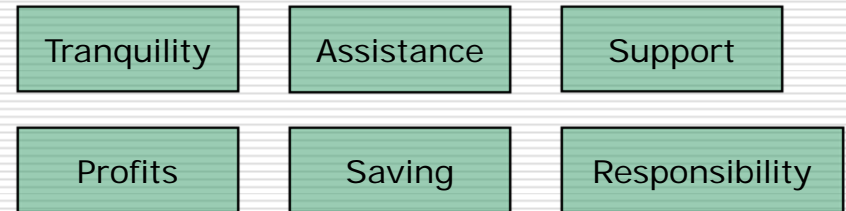
Alliance Prodem - Nacional



- Design and achievement of Focal Groups
- Determination of the Product:
Name, insurance covers and others
- Design of the Product:
General and Particular Conditions of the policies, Forms and annexes.
- Performance Indicators.
- Managerial Report.
- Manuals of Capacitation
- Capacitation to the PRODEM officials.

Focal Groups

¿Why do you have the first in your head when somebody mention the word INSURANCE?



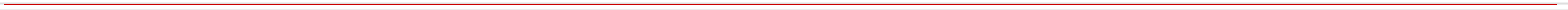
Product

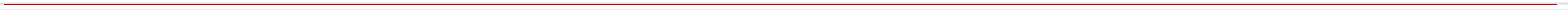
Temporal Life Insurance with Capital for the Funeral expenses and additional capital to be given to only one payment or in to monthly putted to election of the insured.

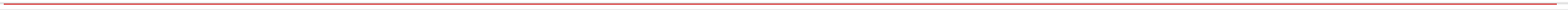
Characteristics

Life Insurance without exclusions

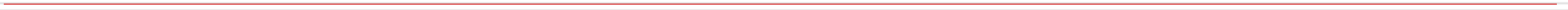
The Focal Groups permitted to obtain important quantitative information.

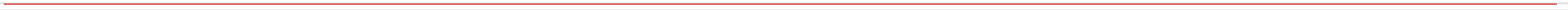












Conclusions: The Advisor

- Permit to correct the asymmetry of existent information between a MFI and an insurance company.

 - Contributes to a better program of microinsurance to:
 - Determine the risks that the population is exposed.
 - Design the most adequate products.
 - Election of the best option of the market.
 - Elaboration of the performance indicators.
 - Capacitation to the MFI in Microinsurance.
 - Promote the Microinsurance in the MFI.

 - Establish the fair terms to both sides.
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Thank you very much

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