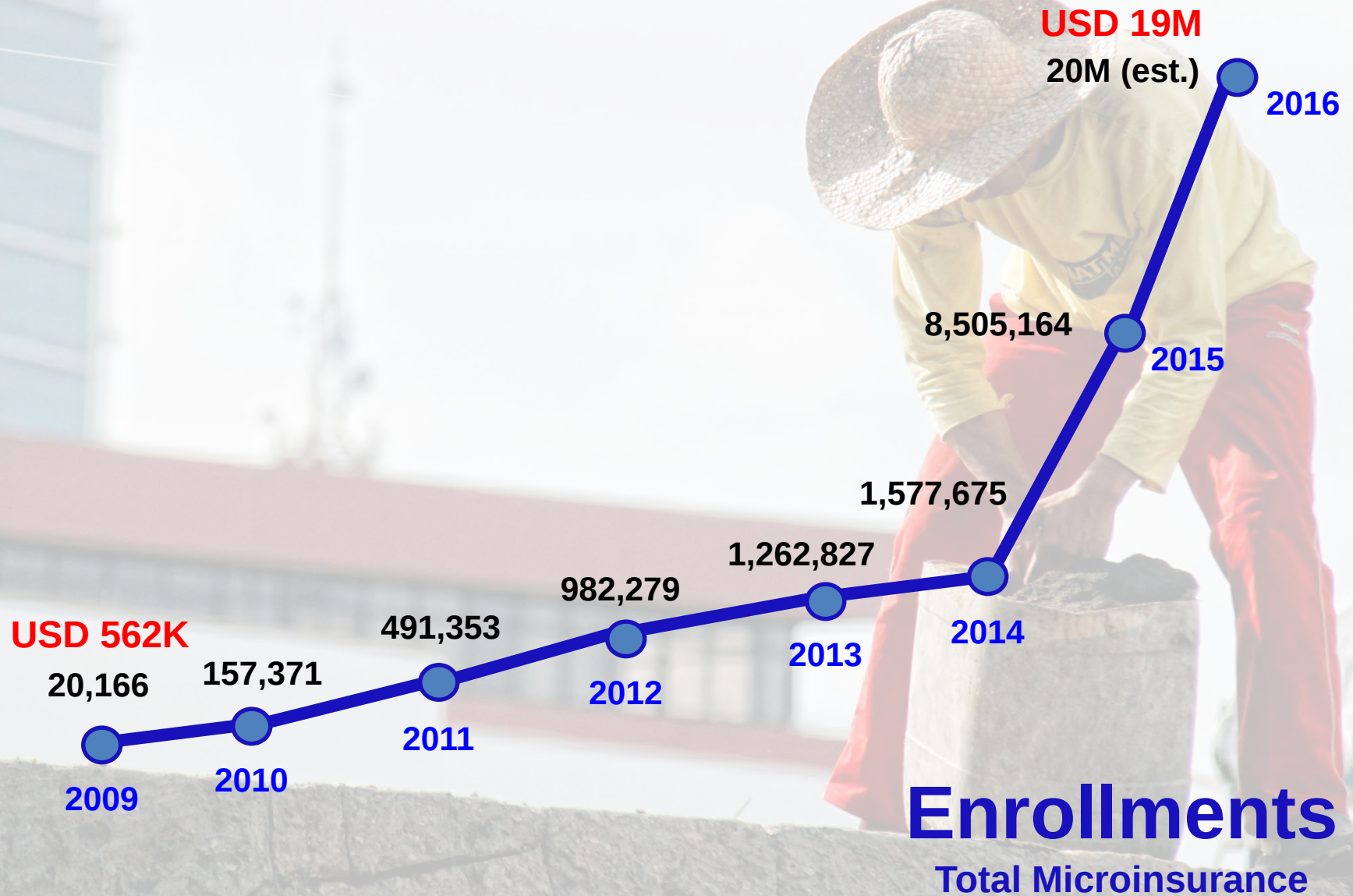


Unlocking Demand: How to Deliver Value to Your Customers

Geric G. Laude
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WHAT WORKED

Focus on Customer

**Distribution
Thru Partnerships**

Affordable

**Organizational Risk-taking
& Autonomy**



WHAT DID NOT WORK

Focus on Products

One-on-one Selling

Cheap

**Play By the Rules &
Lack of Autonomy**



Focus on Customer



Focus on Product

Claims as most important value proposition

Immersion programs

Tailor fit products and programs

“Programs” vs. “Products”

Distribution Thru Partnerships



One-on-one Selling

- **Partnerships offer better opportunities for scale. One-on-One selling is slow, and can be expensive.**
- **With better volume, there are more opportunities to pay claims. With more claims paid, clients start believing in the value of Microinsurance.**
- **In a selling organization, ability to scale means having a longer leash for more experimentation, thus more chances for success**

Affordable



Cheap

- **Clients are willing to pay for good value, and they are not necessarily asking for the cheapest**
- **Figure out what the pricing sweet spot is**
- **Portfolios will need to have enough to pay for operations and claims in order to offer value in the long term**

Organizational Risk-Taking & Autonomy



Play by the Rules & Lack of Risk-Taking

- **Created a separate team, with its own P&L statement**
- **Given its own authority to underwrite and settle claims**
- **Hired younger people**
- **Experimental & entrepreneurial culture → Fail plenty, fail fast**

Evolving to Better Serve the Customer

“Customer centricity is defined as the **ecosystem** and **operating model** that enables an organization to design a unique and distinctive **customer experience**. This architecture enables the business to **acquire, retain and develop targeted customers** efficiently for the benefit of customers, employees and stakeholders.”

– Doug Leather, *The Customer-Centric Blueprint*

CGAP's 5 pillars of customer centricity as a business

Consistently delivering **positive customer experience** to create value for all



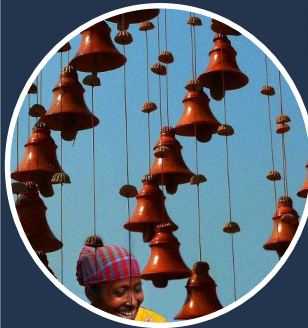
Leadership and culture

(customer focused leadership and culture)



Focusing operations

(focusing operations on the customer - compliance, risk, IT, HR, finance, marketing, legal, training)



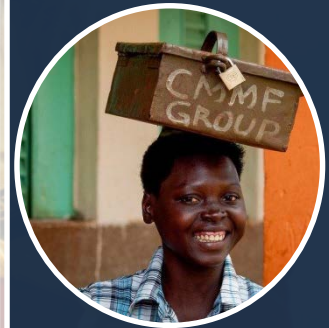
People, tools and insights

(collecting information, generating insights, informing strategy, informing customer value propositions empowering employees)



Customer experience

(based on insights generated, design, concepts, test, build, delivery, scale and renewal)

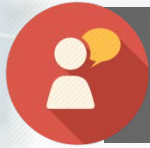


Value

(creating and measuring value: at customer, firm and society level)

Now begin to see emphasis on design, but need much more to move to the implementation of customer centric solutions, learning proved the importance of these pillars

What we are working on to serve the customer better



Voice of the Customer



Customer & Agent Journey Mapping



Cost Per Transaction



Unique Customer Code



Customer Lifetime Value



Dashboard



Organizational Change Management



**What is your customer telling
you?**

(The answer is the key to unlocking demand)



Thank You!

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