



Behavioral design for Mobile Microinsurance

November 8, 2017
MI conference, LIMA



Women's World Banking

Women's World Banking



Global Non-profit



35+ years experience



Diverse Partners



BIMA Global



BIMA Cambodia

Smart | LIFE
INSURANCE

- Life insurance
- Launched end 2014
- >500K customers

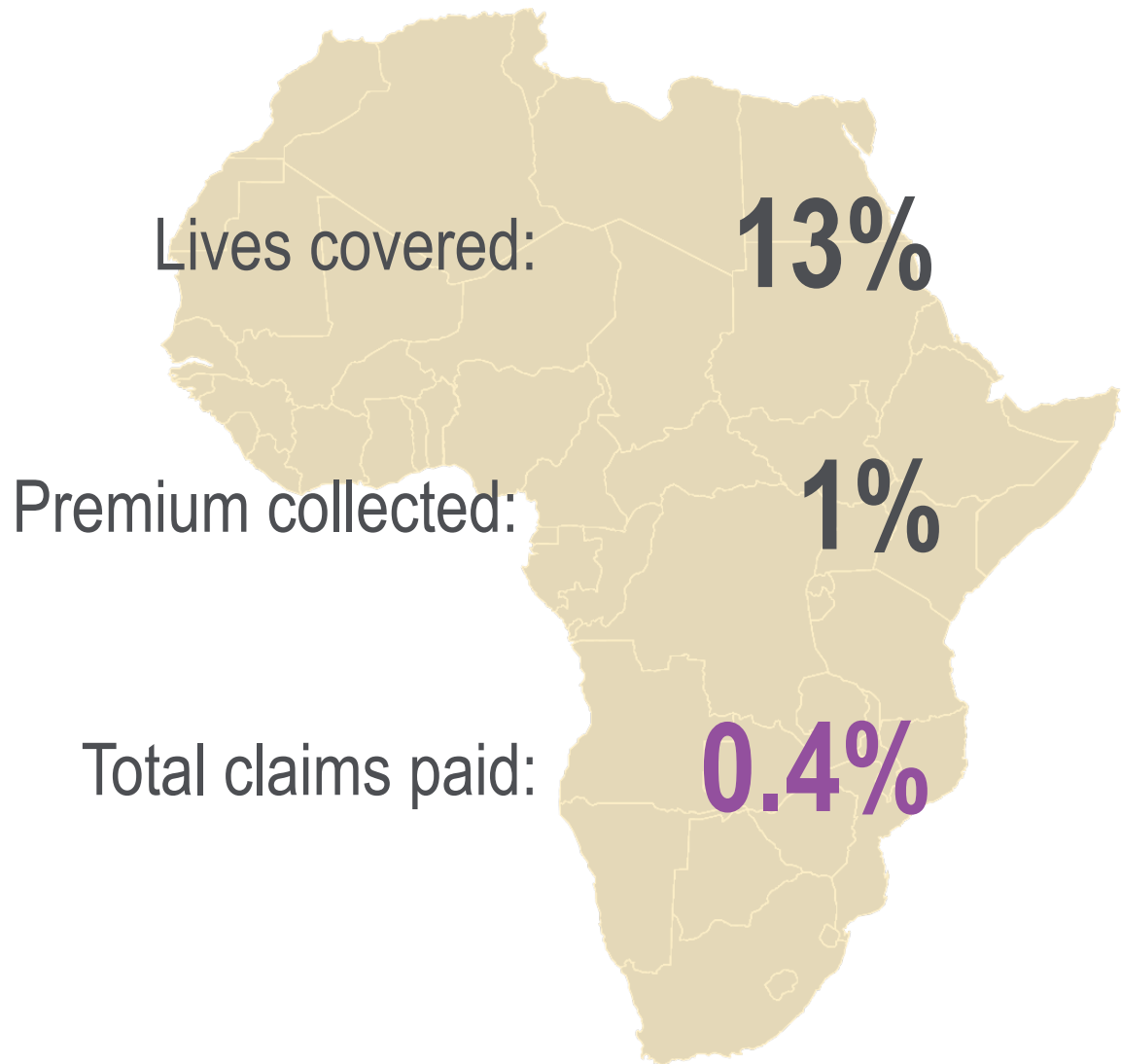
Smart | HOSPITAL
INSURANCE

- Hospital cash
- Launched mid 2016
- >200K customers

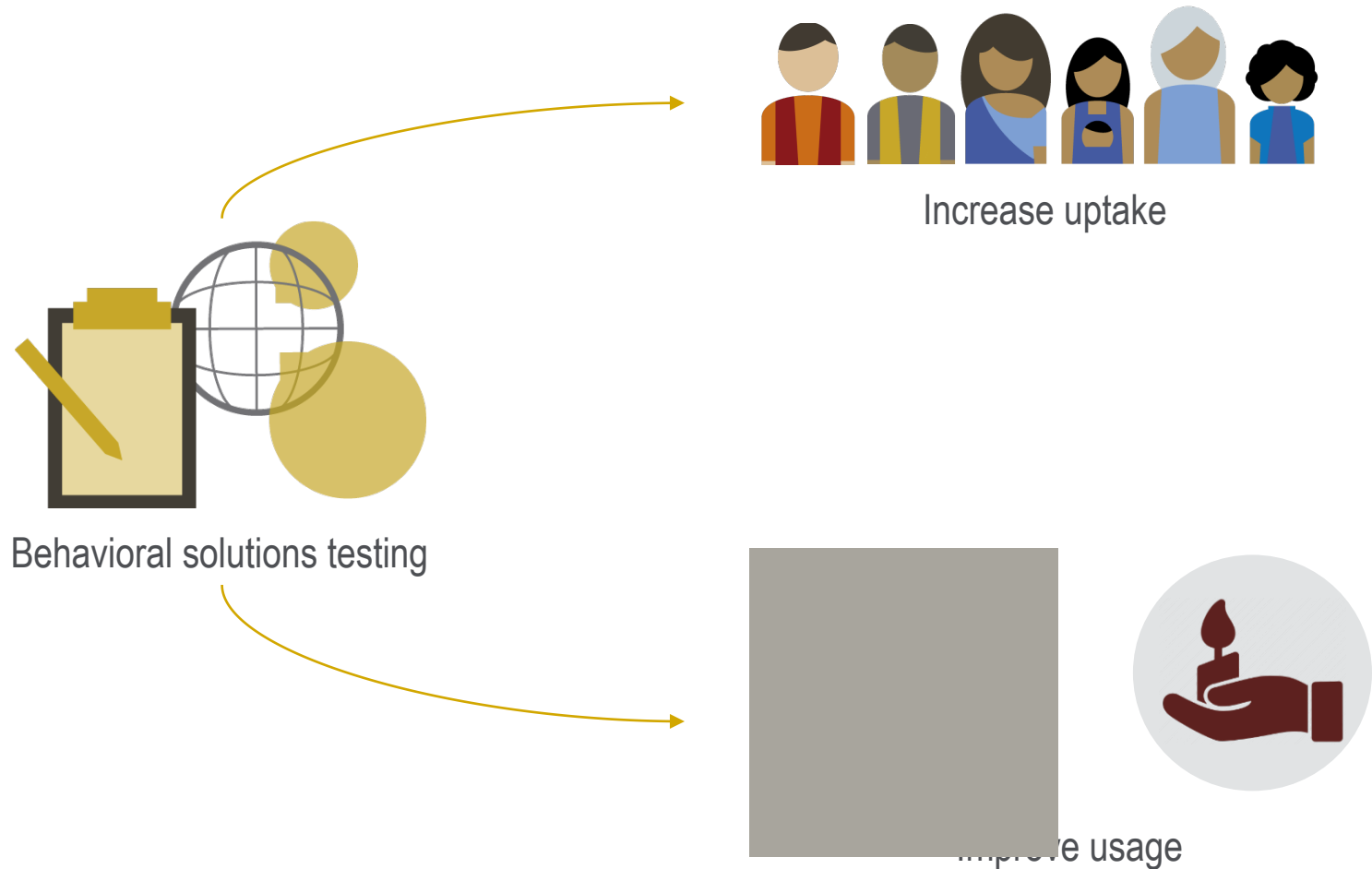


Phnom Penh Post article on 21 Nov 2015

Mobile Microinsurance – More needs to be done



Behavioral design objectives





BIMA Cambodia: Clients' feedback



Products are affordable and meaningful



Quick and hassle-free processes





Challenges to DFS in Cambodia



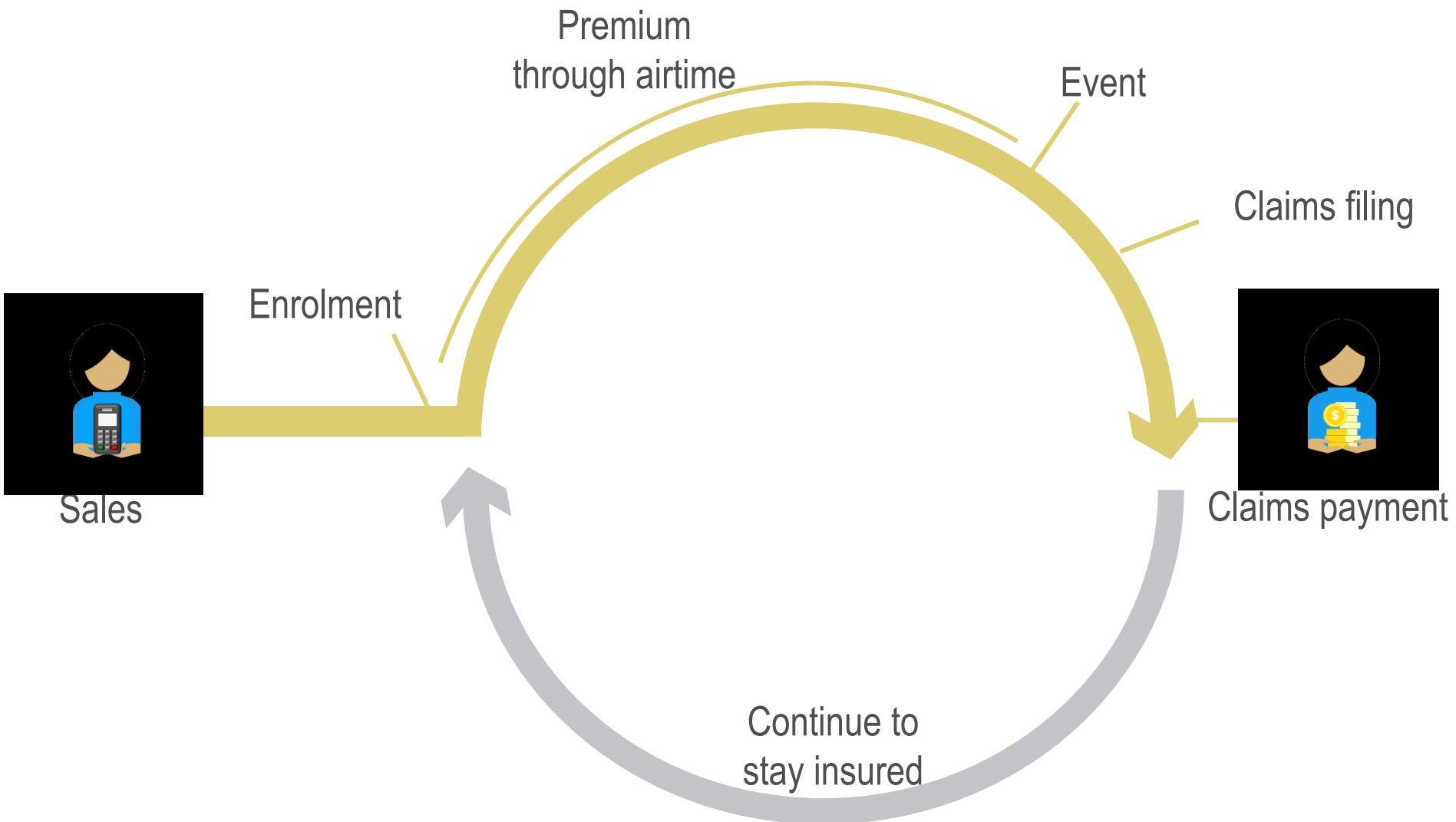
Limited trust and credibility



Limited experience



Understanding a client's journey



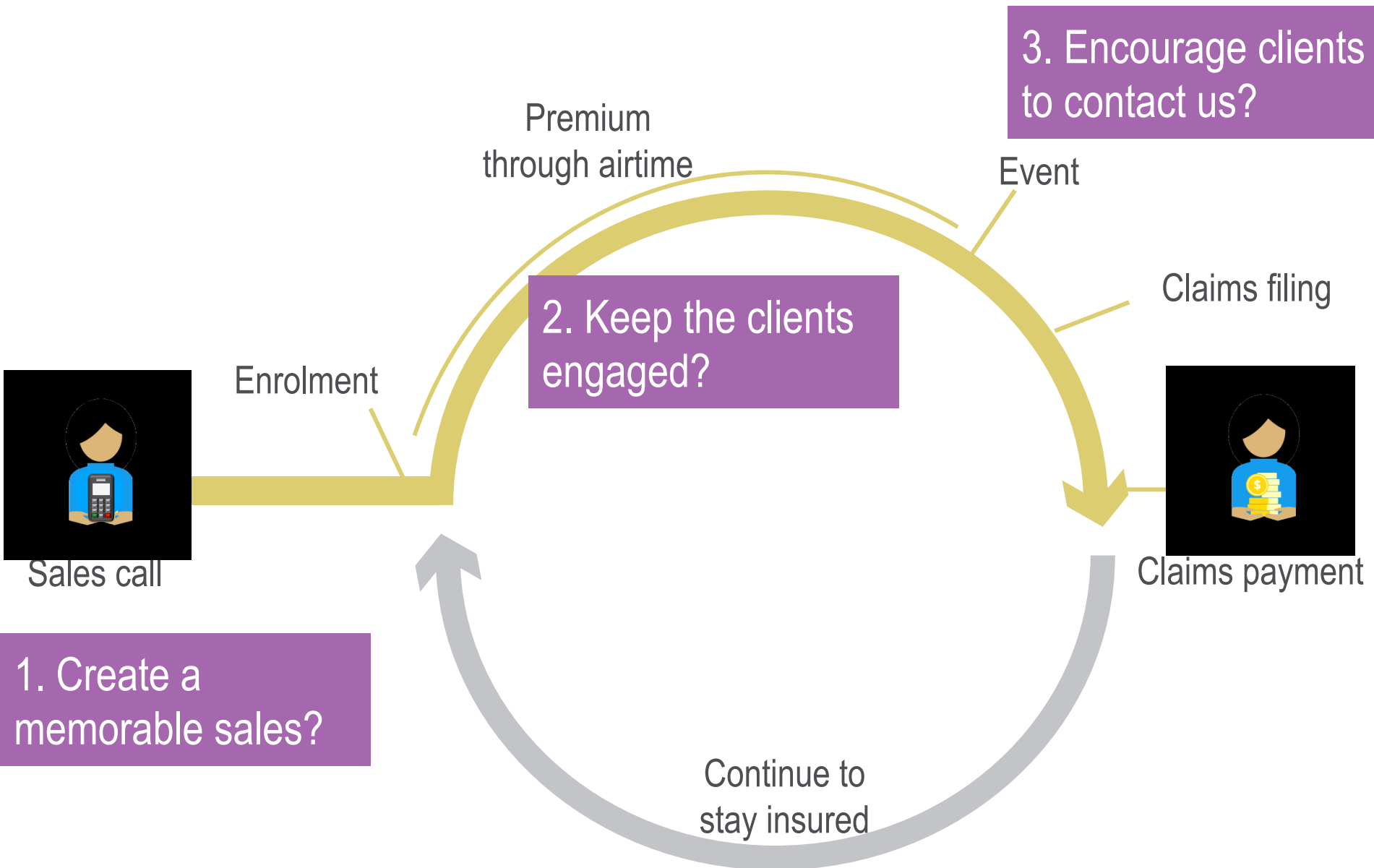
Clients and family forget

“

*My mother passed away in January
and no one remembered about BLMA
because that was a stressful time.*

”

How might we...

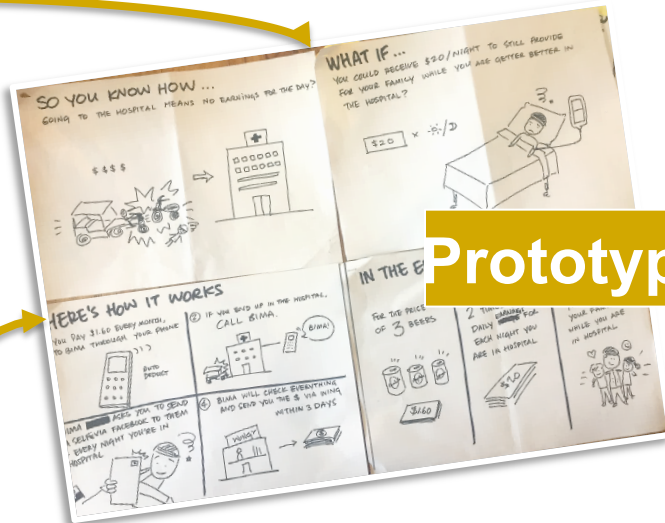


Our approach: Listen to the users!

Ideation



Prototype



Research



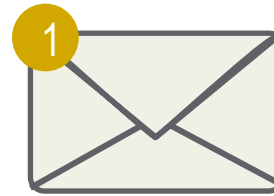
Iterative



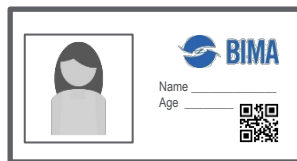
Prototypes identified



Sales Script



SMS



Digital card



Robocall

Sales script



Sales Script

- Personalization
- Analogies for insurance
- Double check of 3 key features



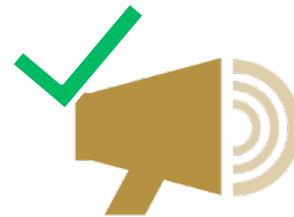
“ She (agent) spoke well and it was easy to understand. It was like a conversation (you and me). ”

SMS



SMS

- Sentence structure
 - Subject + Verb + Object
 - If..., then...
- Call to action



“ SMS-1 is more polite, but in SMS-2 you read the word "lose", you are afraid to lose something so you care more. ”

Robocall



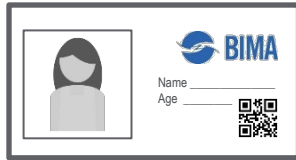
Robocall

- PSA vs. testimonials
- 3 Key features
- Call to action



“ Yes, I want to listen because I don't want to forget. It's a good reminder. ”

Digital Card



Digital card

- BIMA logo and address
- Personal information
- Key features



“

When I have this card, I trust BIMA. It can't be a scam.

”

Woman customer



“

I told other people in my village and 20 people who I talked to signed up with BIMA.

”



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