



microinsurance growth = f(robust + efficient processes)?

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Processes as growth determinant

Growth

- = More people experiencing insurance products and services
- = Willingness to spend money or change behavior for insurance
- = Sustainable products and processes for suppliers

Promoters > Detractors

- = Insurance perceived as good value for money
- = Relatable products and services

Satisfied Customers

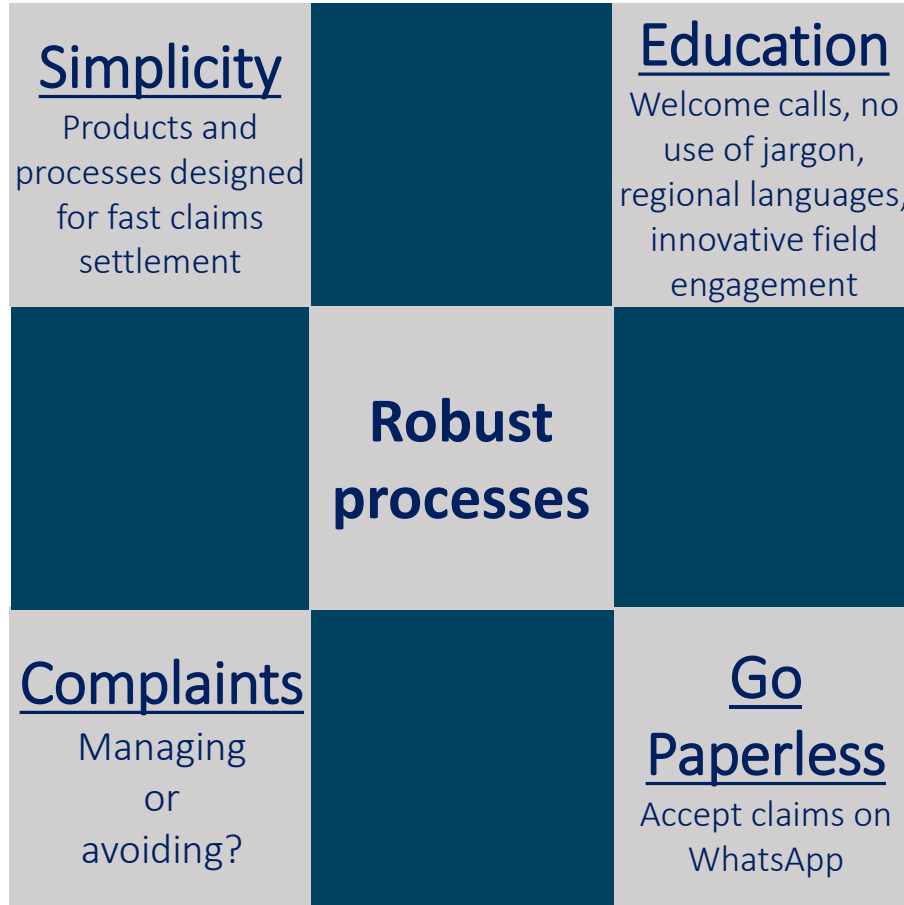
- = Robust, efficient and cost effective processes
- = 'Careful' service throughout product lifecycle
- = Claims paid frequently, quickly and visibly

Robust Processes

Efficiencies emanate from design itself

Choose wisely:
Complex products
with high operations
cost or high risk
premium for low
cost simplified
operations design?

Respond in minutes
and hours, open
multiple
communication
channels, pragmatic
claims approach,
'sell' denial



Not filtering out a
mis-sold client early
on can potentially
cost 5-7 times more
later on. WhatsApp
Clubs

Avoid costs on
Enrolment, Servicing
& Claims forms.
Storage and retrieval
cost. Cost of slow
processes and staff
inefficiencies

WhatsApp Club



Context

- Continuous engagement and education of MFI staff is key for product success
- Traditional training and field engagement methods are difficult to organize, time-consuming, and unsustainable
- Low MFI engagement means low productivity and hence product failure

Innovative Field Engagement

- Fully aligned with modern day social media tools, WhatsApp Club has so far been proven as efficient, engaging and highly cost effective

Key Features

- ‘Sachet Training’ providing bite-size knowledge
- Product becomes an everyday event
- Content generation by participants shows maximum engagement
- No fixed schedule, complete convenience
- Right there when needed even when dealing with a client



50%



35-45%



70-75%



Thank you