Affordable Health Insurance via WhatsApp chat
Insurance & Internet In India

Insurance

- Low Accessibility
- Lack of Awareness
- Complex Buying Process

Internet

- Internet Penetration: 45%

- Internet users by 2023: 630 Million

- New internet users added in 2020-21: 47 Million

- Largest Online Market in the world

- Population to be smartphones users by 2022: 37%

Extremely Low Insurance Penetration
Leveraging Digital Technology

Assisted Model For Rural Areas

Physical touch points connected by internet covering thousands of villages

Dedicated Digital platform to facilitate the service

Common Service Centre

2,00,000 + service points

50,000 BCs

Business Correspondents by Banks
Direct Sales: Whatsapp as an enabler

340 million users in India

User friendly Business Platform

Supporting Socially responsible business model

Digital payment integration

Policy buying and issuance

Need based focus based products

Reduced TAT

Awareness and reach
Chat Initiation by the customer

Personal Details

Policy details gender, sum insured etc.

Payment and Policy issuance
**Project Journey Till Now**

**UNIQUENESS**

- First of its kind to use Whatsapp chat for policy issuance.
- Simple user friendly process to encourage direct selling.
- Chat can support regional language resulting in better reach/adaptability.
- Easy access to Products, making them available at fingertips.

**CHALLENGES**

- Design Complications
- Reducing no. of questions and data input points
- Payment mode – Currently whatsapp Pay is not that common
- Making it customer friendly
Project Result

Under Beta mode to finetune the E2E flow.

More than 1000 policies done within few days of roll out

Access to hinterland giving customers better choice and more bargaining power.

Connecting the buyer and seller as a modern form of digital marketplace.

Unveiled in the Facebook Fuel for India campaign
Thank you