

Hello.

ICII 2022



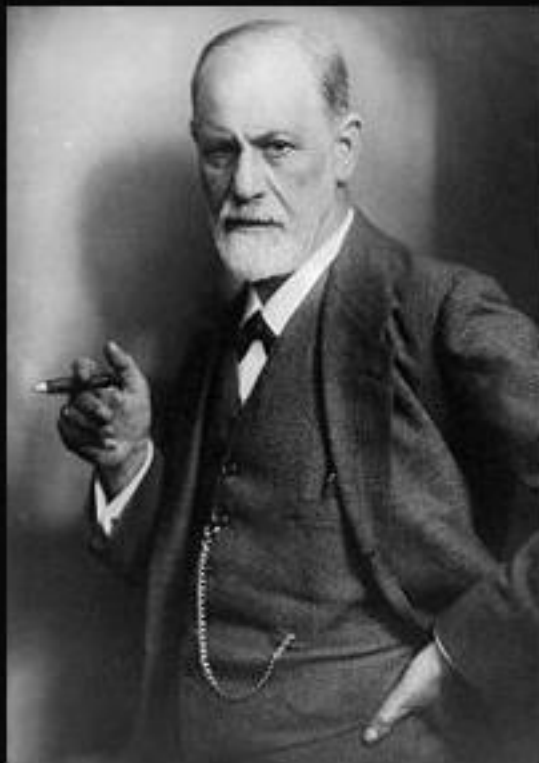


Fearless

- ✿ Launched in 2004 as South Africa's first – and still only – insurance for women.
- ✿ Gap in the market to offer women an insurance product that catered to their unique requirements.
- ✿ Statistically, women are lower insurance risks.
- ✿ The cost of repairs to vehicles crashed by women is on average, lower than the cost of damage caused by men.
- ✿ A product for women, by women.



1st for women



The great question that has never been answered and which I have not yet been able to answer, despite my thirty years of research into the feminine soul, is 'What does a woman want?'

(Sigmund Freud)



1st for women

Women...

- ✿ Are more inclined to long-term brand relationships and enhanced loyalty.
- ✿ Are fans of word-of-mouth marketing.
- ✿ Resonate with communication focused on similarities, affiliation and win-win mutuality.
- ✿ Don't respond as well to messages based on gloating, boasting, bragging or getting ahead.
- ✿ Process information differently, and use both qualitative and quantitative criteria to make decisions.
- ✿ Ask lots of questions and tend to keep asking until they understand the information thoroughly.
- ✿ Are holistic thinkers, and identify a good product with a comfortable, pleasant sales process.
- ✿ Have too much to do and too little time to do it.



#1 NATIONAL BESTSELLER

DEBORAH
TANNEN

AUTHOR OF *YOU'RE WEARING THAT?*



"Utterly fascinating . . . a classic in the field." —*San Francisco Chronicle*

**Men want to Transact,
while Women want to
establish a Relationship**
DEBORAH TANNEN



1st for women

CHALLENGE:
Maintain a Relationship and
Meet and Exceed Expectations



1st for women

Women...

- ✿ Need to be well informed before making a purchase decision.
- ✿ Appreciate soft touches such as coffee machines and kids play areas at inspection centres.
- ✿ Prefer dealing with women at claims stage.
- ✿ Prefer dealing with men on the assist line.



SA'S ONLY INSURER DEDICATED TO

putting women's safety 1st

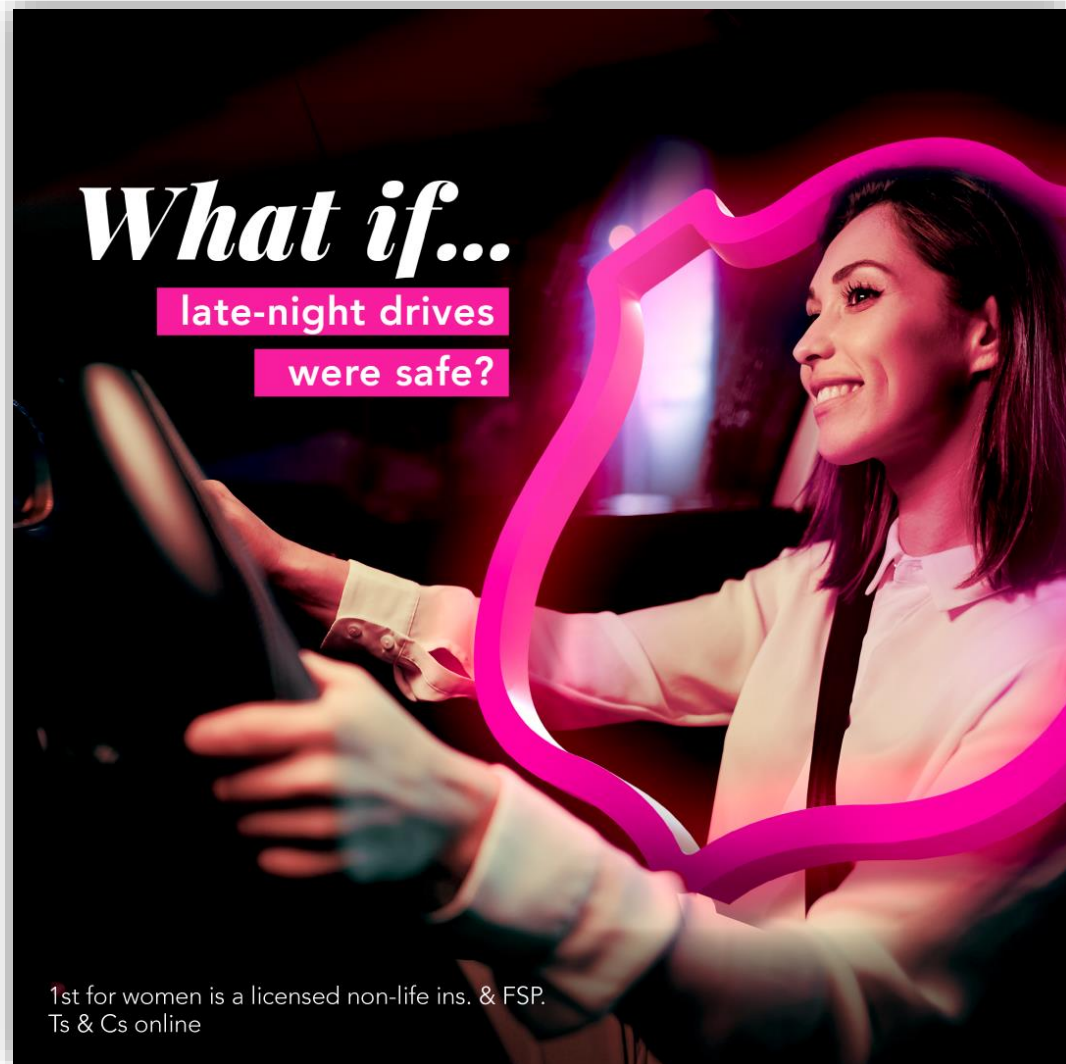
First for Women is a Licensed Non-Life Insurer & FSP. T's & C's apply.



1st for women

ffw.co.za





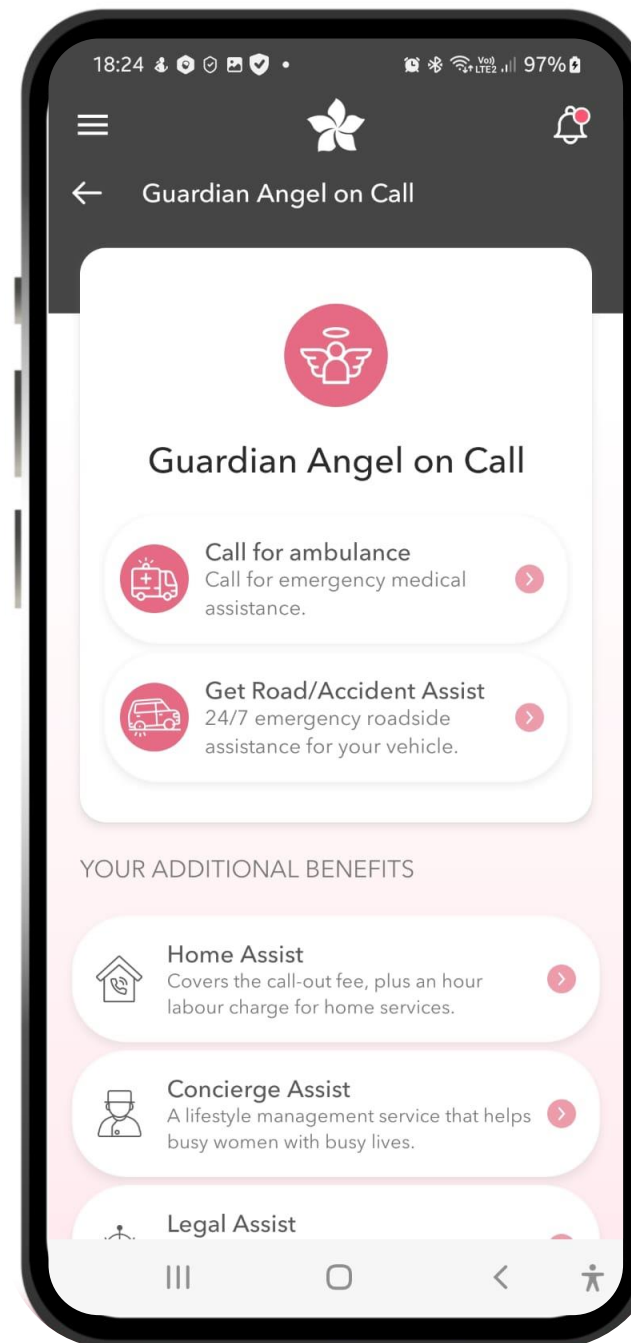
What if...

late-night drives

were safe?

¹st for women is a licensed non-life ins. & FSP.
Ts & Cs online

Because a
**safer you is
a fearless you.**



Guardian Angel on Call



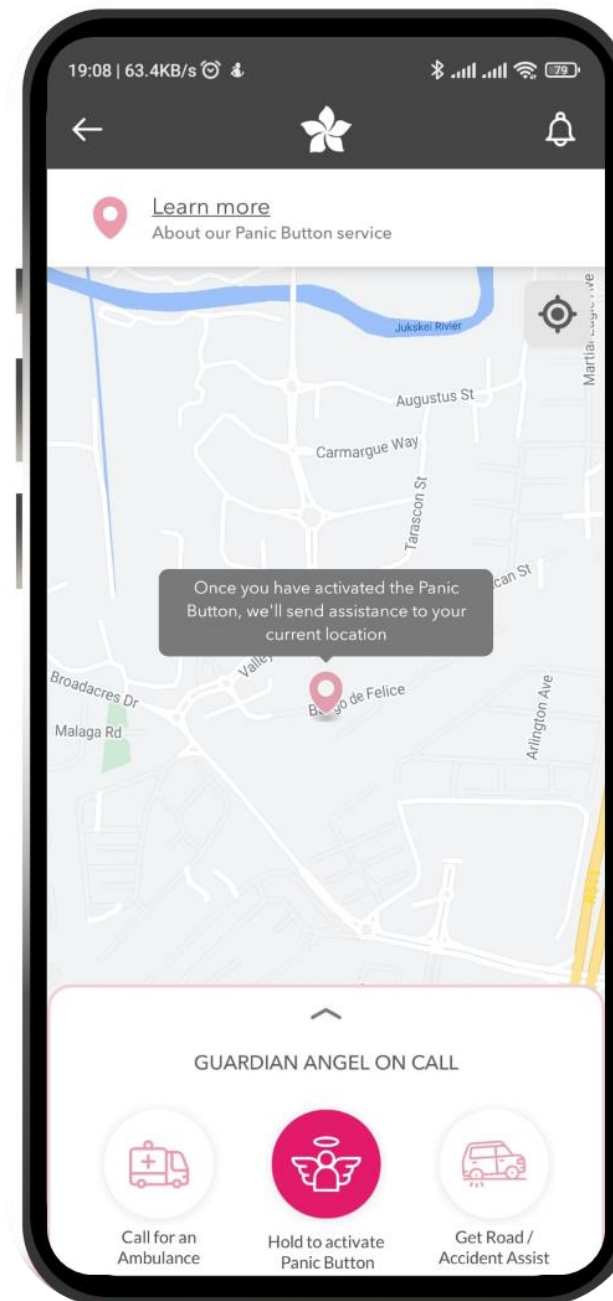
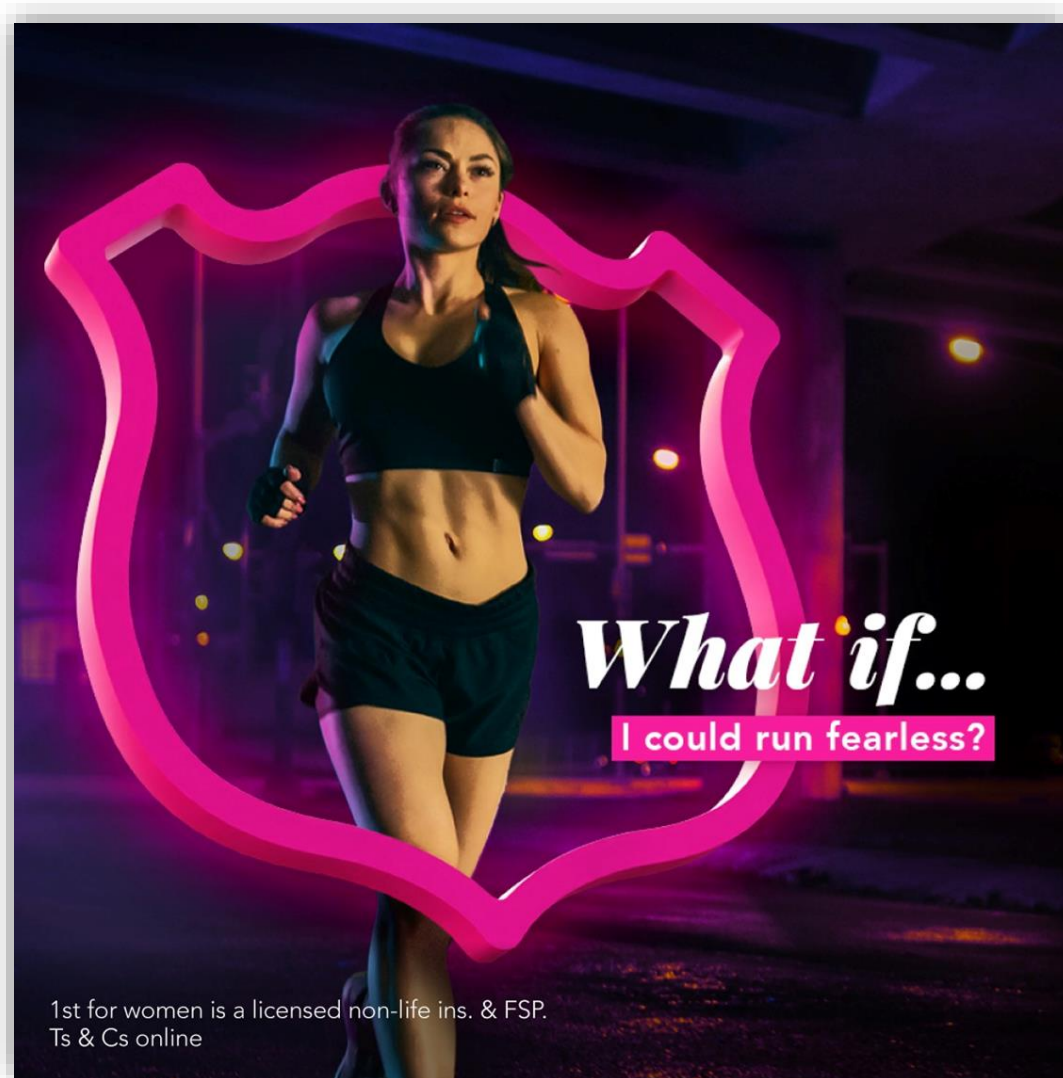
24/7 Road / Accident Assist



Call for ambulance



1st for women



Once you have activated the Panic Button, we'll send assistance to your current location

Emergency Assistance

Our panic button is for health or safety assistance only. If you need a tow truck or roadside assistance please use our Roadside Assist below.

Our panic button is available 24/7, countrywide. Receive public or private security services anytime you feel unsafe - for 1st for Women customers only. If you're not a customer please call 112 for an emergency.



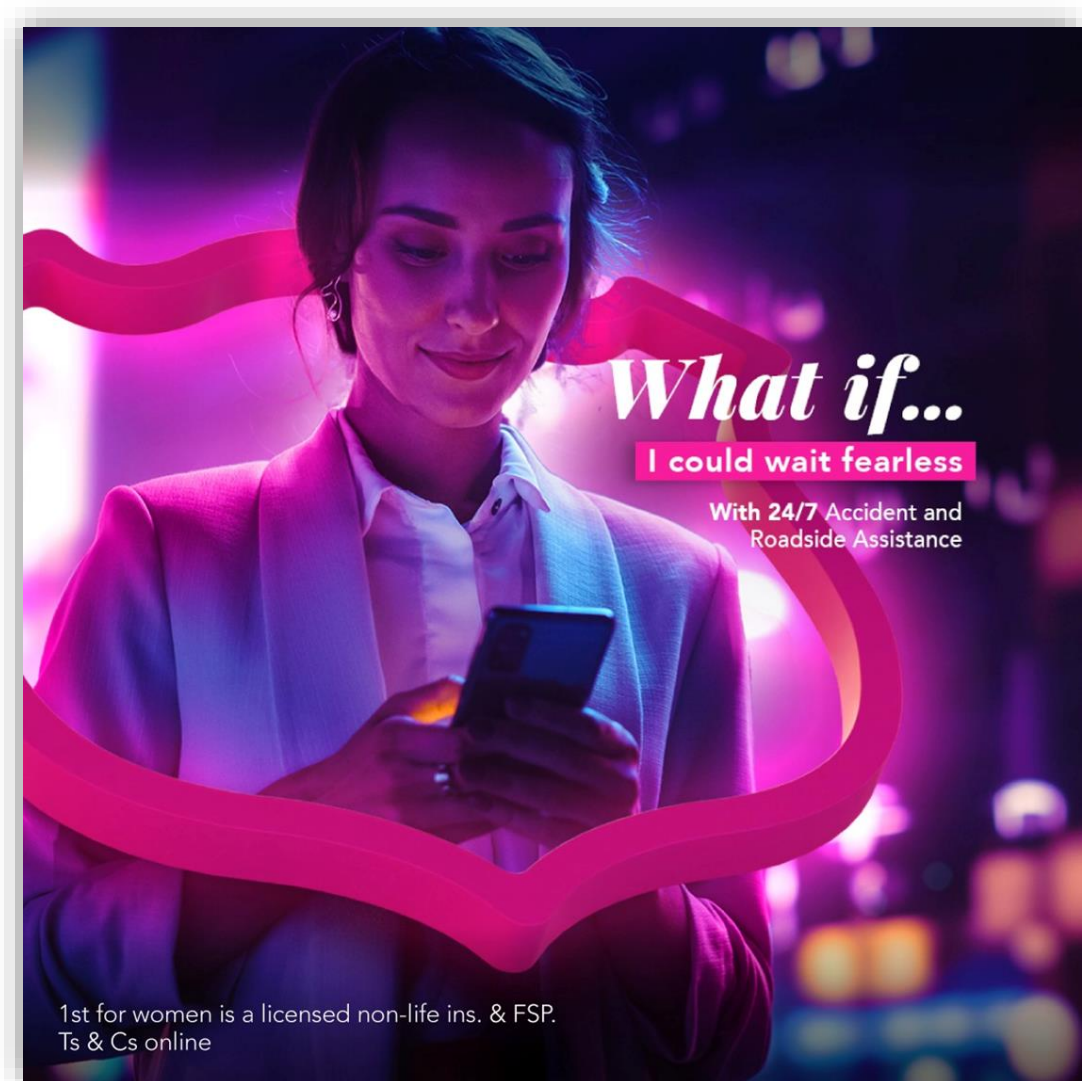
1st for women

Because a
**safer you is
a fearless you.**



What if...
I could travel fearless?

1st for women is a licensed non-life ins. & FSP.
Ts & Cs online



What if...
I could wait fearless

With 24/7 Accident and
Roadside Assistance

1st for women is a licensed non-life ins. & FSP.
Ts & Cs online



1st for women

Safety proof points

- ✿ 1st for Women Foundation
- ✿ Panic Button
- ✿ Trip Monitoring
- ✿ 24/7 Accident & Roadside Assistance
- ✿ Standby Me & Take Me home service
- ✿ Emergency Medical Assistance
- ✿ Crash Detect



1st for women

1st for Women – 1st for Customers

- ✧ **Flexible communication channels** catering for individual customer preferences.
- ✧ **Digital claims process**, with option to upload voice notes, videos & photos
- ✧ **Fast Track claims processes**, with instant outcome and notification
- ✧ **Claims Predictive model** that steer claims seamlessly to the right SME's
- ✧ **Guardian Angel on Call** - keeping our customers safe if they are alone next to the road.
- ✧ **Panic Button** - rapidly reacting to distressed customers facing danger.
- ✧ **Crash Detect** - reaching out to us for help, when our customers are unable.
- ✧ **Dedicated claims consultants** working tirelessly to help our customers go on with their lives.
- ✧ **Owning the process end-to-end**, whereby ensuring excellent replacement & repair experience.





**We're proud to be rated an
excellent 9.2*/10 for
service excellence.**

*Based on customer feedback from internal surveys
following service interactions.



1st for women

Compliments

Would like to say thank you to all the 1st for Women employee who provided me with an excellent services and making everything clear to me, **as a woman and having first experience with the car and the insurances staff you just make it easy for me.** All Thanks to Mr Koketso and the team **may God continue to bless you** - Nyeleti

Consultants were **very friendly** and assisted me with more than what I needed. I am very happy with the **high competence** with which I was assisted - Tarryn

Rebecca Lethlaba has been one of the **most amazing people I've ever spoken to**, she helped me through every detail of a process and was **so patient** when I didn't understand. I wish for more people to have her **kindness and enthusiasm** for their clients - Robyn

I've had a **great experience** with 1st for Women. Fana helped me update my vehicle policy, and he was **really informative & patient**. He **answered the 100s of questions I had** and assisted me through the process with great care - Mrs. M



Compliments

The representative was **incredibly patient and helpful** and **continuously called me back 'till everything was sorted**
- Tamsin P

I'm so happy how 1st for Women handled my claim. I think **FFW is the best insurance for me I'm over the moon...** They helped me immediately and hundred percent
- Motlalepule

Excellent service! Every time I was put through to the **specific consultant** for my enquiry; the call was **immediately answered. A big deal for me!** I liked the way Bernadette dealt with my query. My decision remained clear to stay with FFW after nearly 10 years as a client - JL Chapman

The whole experience was **1 big pleasure.** Lethabo is **friendly and very knowledgeable** about the products and processes... She was also able to assist me with my initial request and more. This is why I have chosen to stay with FFW for the past 13 years already - Yolande





**STAND WITH US,
TOGETHER
WE CAN**

**stamp out
GBV**



1st for women



1st for women

If I look at the mass I will never act.
If I look at the one I will.

Thanks.

