



AXA Emerging Customers Solutions

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AXA Vision

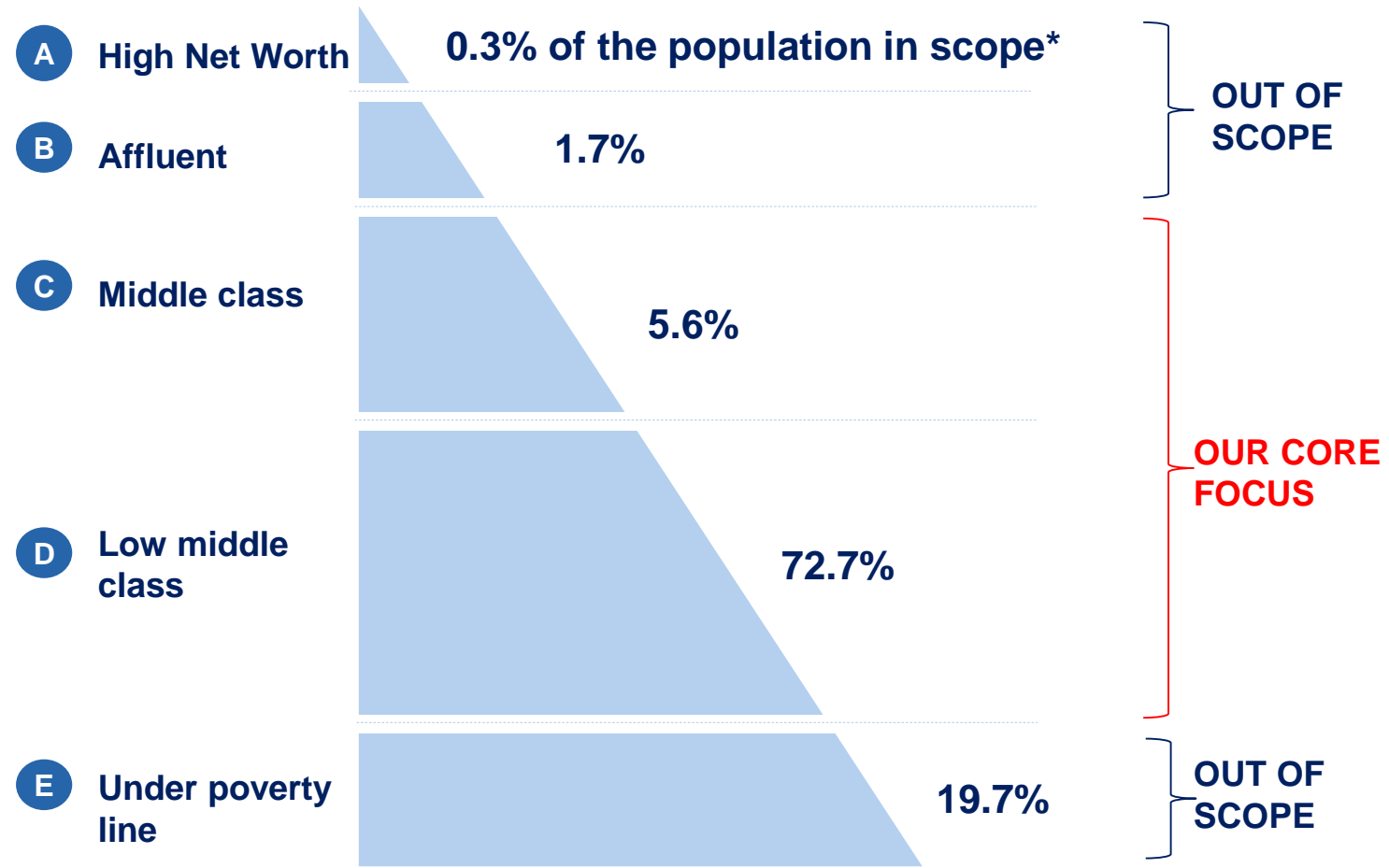


**Empower People to
Live a Better Live**

Who are they?

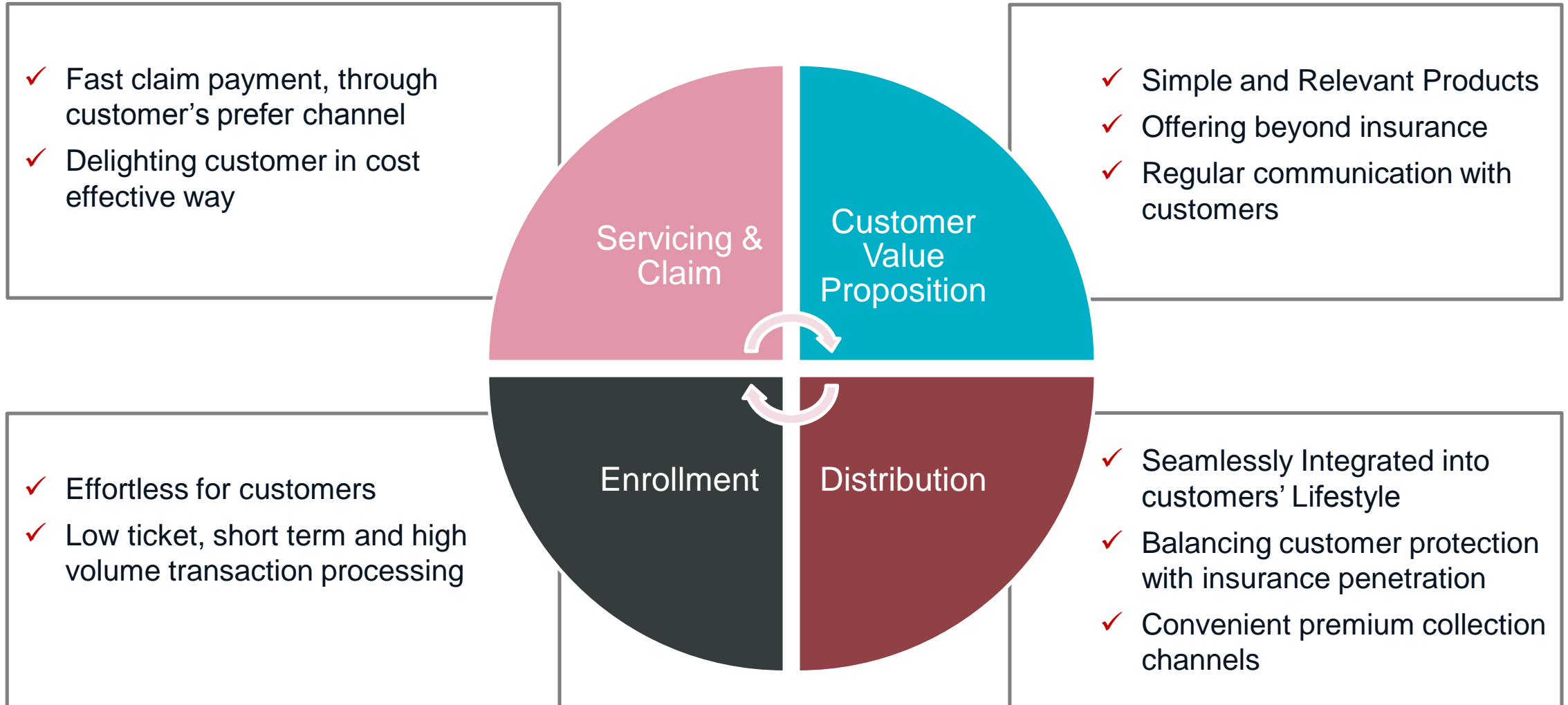
Addressing the middle class of the future

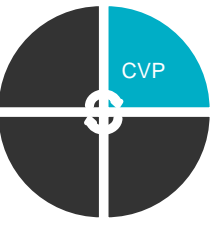
- Low income / Emerging middle class
- Highly vulnerable to financial / health shocks
- May be working in informal sector / have irregular income
- May or may not have a bank account
- Does not have access to traditional insurance distribution channels
- Never had insurance before (85%)
- Negative perception of insurance
- Relies on informal trust-based protection mechanisms
- Risk aware & acute sense of value for money



Emerging Customer Journey

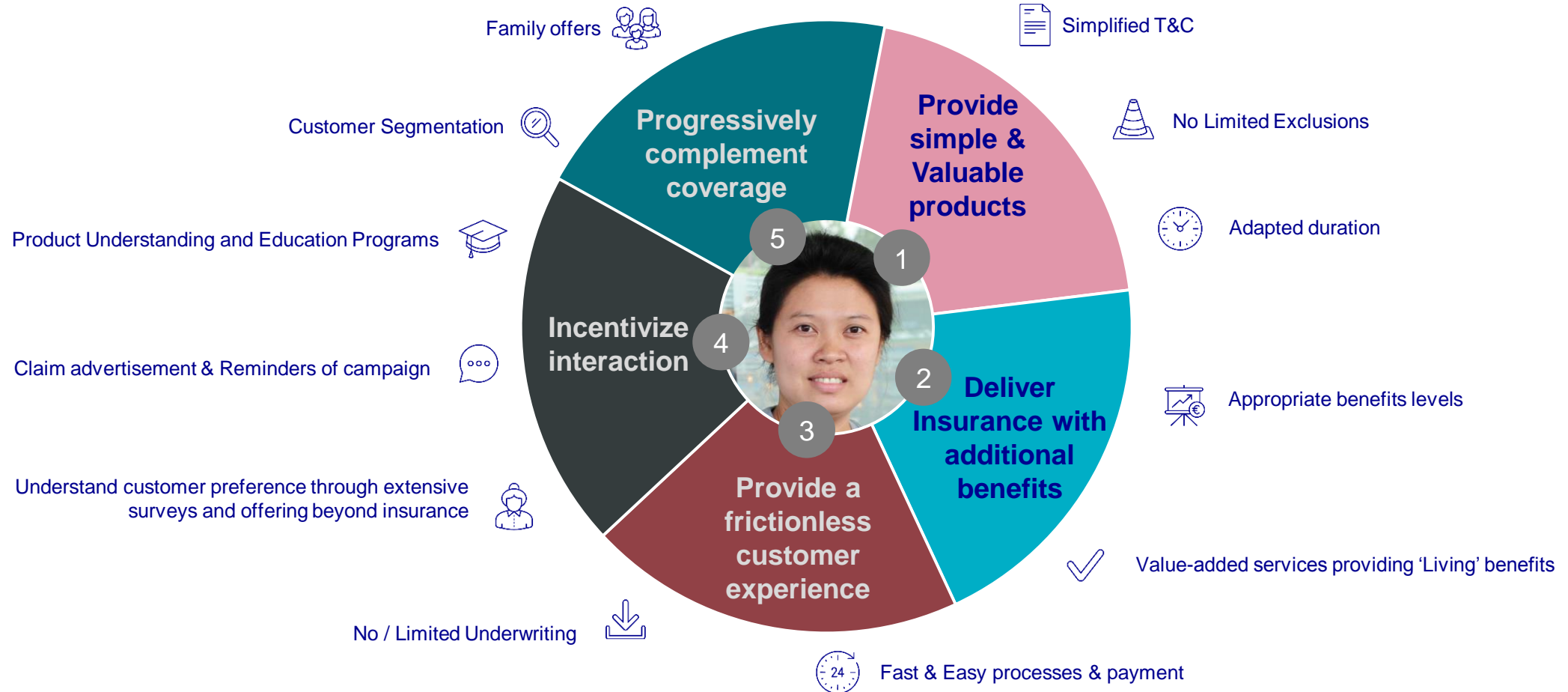
Rethinking Customer Journey for this segment





Our value proposition to address Emerging Customers' needs

And let them have a first positive experience with insurance



Emerging Customer Insurance is not about Miniaturizing Traditional Insurance



- Emerging Customer insurance is similar to itemized or pocket insurance: low ticket, low duration, embedded, digital-first, seamless customer journey... But the target customer is very different and data much harder to get.
- To convince 1st time buyers, insurance must work like FMCGs:
 - Explained in two minutes or less
 - Bought, not sold
 - Exciting for the customer base
 - Fast and helpful customer service



No claim forms



No medical exams



No or minimal exclusions



No complicated documents



No ID documents



No or minimal waiting periods

- Rather than through exclusions and complex questionnaires, risk is managed with large volumes, group policies limiting anti-selection, product design and customer journey



Make it easy to get your first insurance

Tipping Point of Innovation and Financial Inclusion as global agenda make insurance more accessible



Technology

- ✓ Fully integration of smart phone usage into mass segment's lifestyle
- ✓ 'Getting insurance is as easy as top-up my phone'



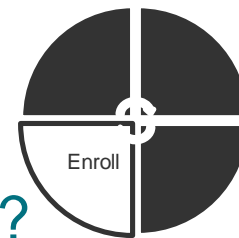
Regulation

- ✓ Well-balanced between customer protection and increase of insurance penetration; Licensing & KYCs
- ✓ More options for customer to pay for insurance premium e.g. air-time, royalty points conversion



Processing Low Ticket, Short Term and High Volume Product

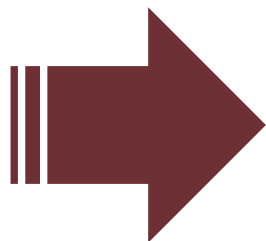
How can we enrol millions of customers per month without business disruptions?



Traditional Insurance Backend System



- ✓ Individualized underwriting
- ✓ Large ticket size – High risk exposer
- ✓ Full requirement of customer information



MGPP by MicroEnsure



Mobile
The websites are responsive and work equally well on PCs as well as mobile devices such as tablets and mobile phones



Cloud
MGPP solutions are implemented as standard in the 'Cloud' allowing unlimited growth opportunities



Security
Access to products is restricted to only those authorised to access them, and users are allocated to specific user roles. Built and operated in line with ISO27001



Real time enrolments

- ✓ API/SMS communication
- ✓ Direct contact with customer
- ✓ Immediate availability of information



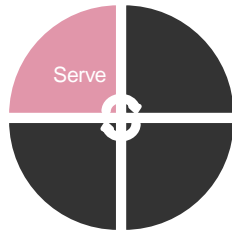
Ease of Use

- ✓ Intuitive design
- ✓ Easy integration into partner systems
- ✓ Ease of implementation



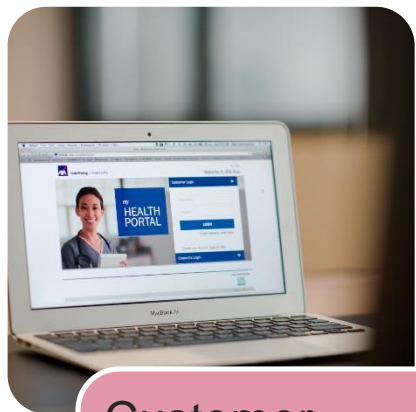
Rapid Processing of High data volumes

- ✓ Direct/individual/synchronous loads are supported at 10K per hour
- ✓ Bulk files/non-synchronous loads are supported at 500K per hour



Delighting Emerging Customers cost efficiently

How can we delight customer at insurance moment of truth?



Customer Serving

- Chat bot for basic services
- Self-service
- FAQ at touch points



Claim Notification

- Chat applications
- Soft copy of document
- No claim form



Claim Approval

- Straight Through processing
- Post-claim risk monitoring



Payout

- Customer preferred channels; digital
- Fast payout
- Pay to customer preferred beneficiary

Wrap Up

- Emerging customers are **the future middle class** and account for more than **75%** of total population in emerging countries
- Tipping points of **consumer technology adoption** and realized importance of **Financial Inclusion** make capturing this segment possible
- **360° view of Emerging Customer journey** is the key success factors in addressing this high potential market





Thank you