

# Now, get insurance policy delivered on WhatsApp

**MUMBAI:** Future Generali India Insurance Company Limited (FGII), the general insurance arm of the joint venture between retail giant Future Group and global insurer Generali becomes the first insurance company to initiate delivery of policies via WhatsApp.

FGII has already rolled out delivery of policies through WhatsApp and has delivered more than 5200 policies via the WhatsApp Messenger as part of the pilot run which began in 2018.

This is an instant and an additional delivery option adopted by FGII for the convenience and ease of its customers. KG Krishnamoorthy Rao, MD-CEO, Future Generali India Insurance said, "WhatsApp has wide acceptability and has grown to become a preferred mode of communication. It's convenient for the customer as he/she gets instant access

to the policy document. It is one such app that everyone knows how to use, be it a senior citizen, working professional or a young adult; both in rural and urban areas."

"The use of instant messaging service like WhatsApp has the potential to reshape the insurance industry with increased level of customer engagement. For FGII, technology-driven efficient customer service is of prime importance and we are proud to be the first insurer to launch this service." Rao added.

Customers who purchase or renew policies with FGII would now receive an instant message on WhatsApp with the confirmation text along with an email apart from physical policy document. In 2016, FGII embarked on a digital transformation journey through the launch of its in-house motor claim settlement platform i-Moss, which ensured on-the-spot settlement of most motor insurance claims filed.