

Future Generali India Insurance starts delivering policies via WhatsApp

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FUTURE Generali India Insurance Co (FGII) today said its has started delivering policies to customers through social networking platform WhatsApp for a instant and convenient service.

The company said it is the first general insurer to launch this service via WhatsApp.

"This is an instant and an additional delivery option adopted by FGII to enhance convenience and ease of its customers, it said in a statement.

"WhatsApp has wide acceptability and has grown to become a preferred mode of communi-



cation. 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," said KG Krishnamoorthy Rao, MD and CEO, Future Generali India Insurance Co Ltd in the statement.

Rao said use of instant messaging service like WhatsApp has the potential to reshape the insur-

ance industry with the increased level of customer engagements.

"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 will now receive an instant message on WhatsApp with the confirmation text along with an email apart from physical policy document.

The company said it has already rolled out delivery of policies through WhatsApp.

More than 5,200 policies have been delivered

via WhatsApp messenger as part of the pilot run which started on 15 June 2018, the company said.

Among others, in its digital transformation initiatives, FGII launched in-house motor claim settlement platform i-Moss in 2016 that ensures on-the-spot settlement of most motor insurance claims filed with it.

Earlier this year, it had launched an Intelligent Video Streaming and Settlement, a video-based motor claim settlement facility for customers. FGII is the general insurance arm and a joint-venture between retail giant Future Group and global insurer Generali. —PTI