

Now, use WhatsApp video to claim car insurance

Mayur.Shetty
@timesgroup.com

Mumbai: Future Generali India Insurance has become the first non-life insurer to adopt WhatsApp to deliver policies to the client. The company will also allow customers to use the messaging platform to register claims and upload videos of vehicles damaged in accidents. "We feel that WhatsApp is something that most customers are familiar with and use all the time, which is why we have decided to use this channel," said Future Generali MD and CEO K G Krishnamoorthy Rao.

The delivery of policies through the instant messaging platform will be in addition to the email copy that the company will be sending. The customer will also receive a physical copy of the policy, the need for

which depends on the requirements of local police.

While the policy delivery will be a straight-through process, the claims registration will be done by company representatives who will also guide the policyholder

is already being used by BookMyShow to deliver movie tickets and ICICI Bank also plans to start using it as a channel to communicate with customers.

Last year, the messaging platform received permis-

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- The car insurance policy will be delivered through WhatsApp, in addition to an emailed copy
- The customer will also receive a physical copy



of the policy

- The claims registration will be done by representatives of the co who will also guide the policyholder on how to shoot the video of the damaged vehicle using his mobile phone

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Future Generali has already rolled out delivery of policies through WhatsApp and has sent more than 5,200 policies via the platform as part of a pilot run, which started on June 15.

WhatsApp for business

sion from the National Payments Corporation of India to partner multiple banks to allow users to make in-app payments and money transfers using the Unified Payments Interface. Since then, it has launched a pilot project and is expected to commercially launch its payments service soon.