

Future Generali to deliver insurance policy via WhatsApp

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Future Generali India Insurance Company Limited (FGII), a private general insurer, said it will deliver policies via WhatsApp for customer convenience.

FGII has already delivered more than 5,200 policies via WhatsApp as part of the pilot run that began on June 15. This is a novel initiative among insurance companies, it said on Thursday.

“WhatsApp has wide acceptability and has grown to become a preferred mode of communication. It is 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. Customers who purchase or renew policies

with FGII would now receive an instant message on WhatsApp with the confirmation text, along with an e-mail, apart from the physical policy document

Digital footprint

Rao said that 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,” he said.

In 2016, FGII embarked on a digital transformation journey with the launch of its in-house motor claim settlement platform i-Moss, which ensured on-the-spot settlement of most motor insurance claims filed. Earlier this year, the company launched Intelligent Video Streaming and Settlement (i-ViSS), a video-based motor claim settlement facility for customers.