

## “CONNECTING” with consumer

“Providing exceptional customer experience is the key to success for any Insurance company in today’s competitive landscape”

### Insurance services – Creating differentiation!

With large number of insurance companies targeting the same set of consumers, it is important for an insurance company/agent to differentiate from the pack by providing hassle free services to the consumers.

In wake of stiff competition and higher pressure on the existing resources in the insurance industry it is important to adopt newer & advance technologies which make the operations more efficient and cost effective.

### Why Mobile Messaging becomes crucial in Insurance Services?

#### Insurance Companies

Mobile messaging enables Insurance companies to generate higher leads using short-code services and empowers the sales force with 2-way communication ability.

#### Insurance Agents

Mobile messaging enables Insurance Agents to send timely reminders about policy renewal and premium payments, and hence benefit them in terms of higher commissions.

#### TPAs

Mobile messaging helps the TPAs to optimize the usage of resources by enabling faster claims processing and in minimizing the cost of operations.

**Mobile messaging services empowers the Insurance companies to open a personal, cost-effective and efficient communication channel with their customers (agents & policy holders).**

### ValueFirst’s Killer App

- **Rural Insurance** – Insurance agents in remote locations can be relayed critical information over GSM/CDMA network which would be displayed on the LED display using **ValueFirst Express**.
- **Personal Marketing** – Bar-coded vouchers issued by Insurance companies to the premium customers using **ValueFirst Bar-code Manager**.

## MESSAGING FOR INSURANCE SERVICES

### Bouquet of mobile messaging services

#### Operations

- Reminders on bouncing of premium cheques.
- Alerts on status of claims processing.
- Reminders of due premium payment to customers.
- Customers can query status of claims processing.
- Missing information in the registration form can be taken over the SMS.
- Customers can log on their complaints using short-code/long-code services.

#### Sales Force Automation

- Weekly updates of targets to field sales force.
- Lead distribution to sales force.
- Sales agents can query the performance of his/her peers.
- Performance review/update of the sales force.

#### Marketing

- Alerts for renewal of policy.
- Alerts on the launch of new product/promotions.
- Targeted promotions depending on the customer profitability.
- Sending birthday reminders to customers.
- Prospects can query about policies/products on short-code/long-code.

### How our clients have m-powered themselves?

#### Tata AIG

- PUSH (Terminates) premium reminders and premium received acknowledgement.
- PUSH (Terminates) product related information to insurance advisors.
- PULL (Originate) Insurance queries from customers over the SMS.
- Insurance advisor can PULL (ask) the performance of his peer.

#### Aviva Life

- PUSH (Terminates) automated reminders for premium payments.
- PUSH (Terminates) alerts in case of cheque bounce.

#### Alankit

- PUSH (Terminates) acknowledgement of claims for processing.
- Customers can PULL (Ask) status of claims based on policy number.
- PUSH (Terminates) policy renewal reminders.

### ValueFirst’s USP

24 \* 7 support  
Least time to market – deployment typically is done in one day  
The most scalable solution in the industry in terms of architecture  
Highly configurable products - processes can be configured on-the-fly  
Redundancy of servers with load balancing, failover mechanism and least cost routing  
Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown  
Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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