



MCPI@20: Digital Microinsurance

Sustainable & effective microinsurance for MFI clients

DIGITALIZATION

Efficiency & productivity

Faster business processes

Real-time data

New customer touchpoints

These tech giants used one more secret ingredient to transform the industries where they operate.



CUSTOMER-CENTRICITY

A hand-drawn diagram on a whiteboard. The word "CUSTOMER" is written in the center and circled in red. Several dark blue arrows point towards the center from all directions. The background is a dark blue gradient.

Using digitalization to solve your customers' problems is what can transform an industry.

What are the usual pain points we hear from MFI clients today about their microinsurance?



The available products don't cater to my needs



I don't understand what my insurance covers



Applications & claims take a long time to process



CashKO is using digitalization to transform the microinsurance customer experience




Insurance products that meet clients' needs



Effective marketing & sales tools that educate clients



Faster & more responsive digital operations

A woman in a striped shirt is adjusting the hair of a young child sitting on a motorcycle. The scene is set outdoors, possibly at a market or a public event, with a white table and other people in the background. The image is overlaid with a semi-transparent dark blue filter.

We support YOUR mission to improve the lives of your members by providing fast, reliable insurance support in their time of need.

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We provide free market research services to help you understand your client's needs

51 respondents

Segment A: Motorcycle Riders

Demographics

Marital Status:
64% single (half with 1-2 kids)
36% married with 2 kids avg.

Age:
32 average (20-54)

Gender:
Majority male

Profession & income:
Delivery & service jobs
P10,000-15,000 on average

Insurance Priorities

Coverage	Rating (1 lowest, 3 highest)
Driver accident	2.94
Psgr. accident	2.67
Own damage	2.88
3P damage	2.76
Property damage	2.71
Towing asst.	2.71
Medical	2.88

Existing Insurance

Insurance Type	% with ins.
CTPL ¹	63%
Comprehensive	41%
Personal accident	41%

Insurance purchase source:
37% bought at the LTO office
13% have insurance from their company
10% bought from an agent/broker

1. Although all vehicles are required to have CTPL to be able to register their motor vehicles, many people don't realize they have insurance, but think it's an LTO required fee. This measures how many people know that they are covered by this type of insurance.

We use real data to understand your client's profile & needs.

- Demographics
- Income & spending
- Insurable worries

By segmenting your clients, we can design products to cater to their individual needs.

Once we understand your clients' needs, we work with top insurers to design the products



Insular
Life

 **Philippine British**
Assurance Company, Inc.



MAA General Assurance Phils., Inc.



Prudential
Guarantee

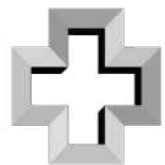


UCPB GEN

 **PhilLife**
FINANCIAL



PIONEER
YOUR INSURANCE



PACIFIC
CROSS
PHILIPPINES



BPI / MS Insurance
Corporation

 **Fortune**
LIFE

 **Manulife**



GENERALI

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The insurance sales process by your Account Officers needs to be simple, fast & compelling

BILLS PAYMENT

Accident Shield

Kapag may sakuna, sino ang makabayad para sa pangalastos ng pamilya mo? Kahit sa maliit na halaga, protektado ka na sa **Accident Shield** sa aksidente at sa sunog.

Commuter Protect

Sa araw-araw mong biyahe, dapat handa ka sa mga panganiib sa daan. Sa **Commuter Protect**, may *ambulance at medical assistance* para protektado ka sa mga aksidente.

***Wag mong sayangin ang pinaghirapan mo. Kahit sa maliit na halaga, protektado na ang kinabukasan mo. Magtanong na ngayon.**

Products distributed by

Accident Shield

Se muring halaga, protektado ka na para sa kahit anumang uri ng aksidente. Kapag may sunog, maraming cash assistance benefit na makukuha sa pag-awala ng bagong bahay, paglali ng bagong gamit, o panatiliyad ng accommodations para sa pamilya mo.

P_____ 1 month

- Accidental Death and Dismemberment P_____
- Permanent Total Disability* P_____
- Unprovoked Murder & Assault P_____
- Fire Assistance Benefit! P_____

EXCLUSIONS:

1. Suicide from engaging in hobby activities. See 22.000000.
2. The accidental benefit shall not apply to the insured property due to fire.

Commuter Protect

Protektado ka sa daily commute mo at sa anumang uri ng aksidente! Covered ang ambulansya o pagpapalitan mo pagpunta sa ospital at may reimbursement kayo para sa mga medical expenses. Covered din ang kamotayan at kapansanan dahil sa aksidente.

P_____ 3 months

- Accidental Loss of Life P_____
- Permanent Disabling / Dismemberment! P_____
- In-patient Hospitalization Assistance! P_____
- Ambulance / Transportation Benefit! P_____

EXCLUSIONS:

1. Permanent Disabling / Dismemberment, in-patient hospitalization, and ambulance/transportation benefit shall not cover person outside vehicle in an accident.

We provide the tools that your account officers need to effectively cross-sell MI. Our marketing materials are designed to be easy to use by the front-liner & easy to understand for the client.

Good marketing tools should help the customer both understand & feel that they need insurance.

By monitoring sales performance in real-time,
we help you motivate your staff to cross-sell



Sales performance report



Branch performance



Individual performance



Incentive tracking

Our insurance specialists are on-the-ground to provide training & implementation support

CashKO's Insurance Specialists work with your team to make the program a success.



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Insurance products that meet clients' needs



Effective marketing & sales tools that educate clients



Faster & more responsive digital operations

We are the first provider in the market with an end-to-end digital insurance process



Web insurance portal for front-liners



Personalized policies & online retrieval



Automated, real-time reporting & administration



Online claims submission & pre-approval



Customer renewal & contact management



A digital front-end allows us to collect data across branches without admin overhead



Web insurance portal for front-liners



Personalized policies & online retrieval



Automated, real-time reporting & administration



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Customer renewal & contact management

MFI benefits



Eliminate manual collation & reports for the head office

Client benefits



Process insurance applications for clients faster & in the field

We create personalized policies for every client & an updated database for all your clients



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MFI benefits



Get visibility on your insurance client portfolio

Client benefits



Get a personalized policy at any time, even they lose the paper



BRANCH: KGM-CAL KAZAMA PROTEKTOD0 PLAN POC NO.: MIP48523 PHP 150.00
 POLICY NO.: HOF18PD-MIP018423

NAME OF INSURED	NAME OF BENEFICIARY	START DATE	EXPIRY DATE
Anna Lyn De Leon	Rolando Jr De Leon	07/05/2019	07/05/2020

OTHER BENEFICIARIES
 Roan Andrei De Leon, Rameses Anne De Leon

LOCATION OF RISK
 Ph 3Pkg 2Blk 52 Lot 26 Bagong Silang, Caloocan City, Caloocan

SCHEDULE OF BENEFITS

ACCIDENTAL DEATH/PERMANENT DISABLEMENT	PHP 10,000.00
UNPROVOKED MURDER & ASSAULT	PHP 5,000.00
DEATH DUE TO MOTORCYCLE ACCIDENT	PHP 5,000.00
BURIAL ASSISTANCE	PHP 2,500.00
ACCIDENTAL MEDICAL ASSISTANCE	PHP 2,000.00
FIRE CASH ASSISTANCE	PHP 2,500.00

NOTICE OF CLAIM

Step 1. First Notice of Claim

- The Insured/Beneficiary shall file First Notice of Claim to the Company as soon as practicable but in any event within five (5) days of their becoming aware of any circumstances which may give rise to a claim hereunder.

Step 2. Submission of Documents

- The Insured/Beneficiary must submit all original copies of the required documents within thirty (30) days for fast evaluation of the claim.

Claims Hotline No(s): (02) 851-3877/(02) 851-3826/(02) 851-3951

DISCLAIMER

This collection slip is proof of payment for your insurance policy and not the Certificate of Cover (COC). If you require a copy of your COC or the Master Policy (for group insurance policies), you may request a copy thereof from the institution where you have paid for this insurance policy.

This Proof-of-Cover is what every insurance customer gets after their application is complete.

With an automated reporting system, we manage insurers & settlements for our MFIs



Web insurance portal for front-liners



Personalized policies & online retrieval



Automated, real-time reporting & administration



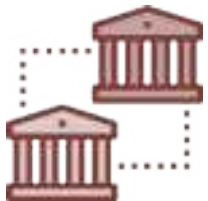
Online claims submission & pre-approval



Customer renewal & contact management

MFI benefits

Client benefits



Remove admin & finance tasks for insurers & settlements

We equip your branches with the online tools they need to assist clients with their claims



Web insurance portal for front-liners



Personalized policies & online retrieval



Automated, real-time reporting & administration



Online claims submission & pre-approval



Customer renewal & contact management

MFI benefits



The system guides front-liners throughout the claims process

Client benefits



Go to any branch & get personal assistance in filing the claim

Once a client is in the program, we continue to engage with them for renewals & upselling



Web insurance portal for front-liners



Personalized policies & online retrieval



Automated, real-time reporting & administration



Online claims submission & pre-approval



Customer renewal & contact management

MFI benefits



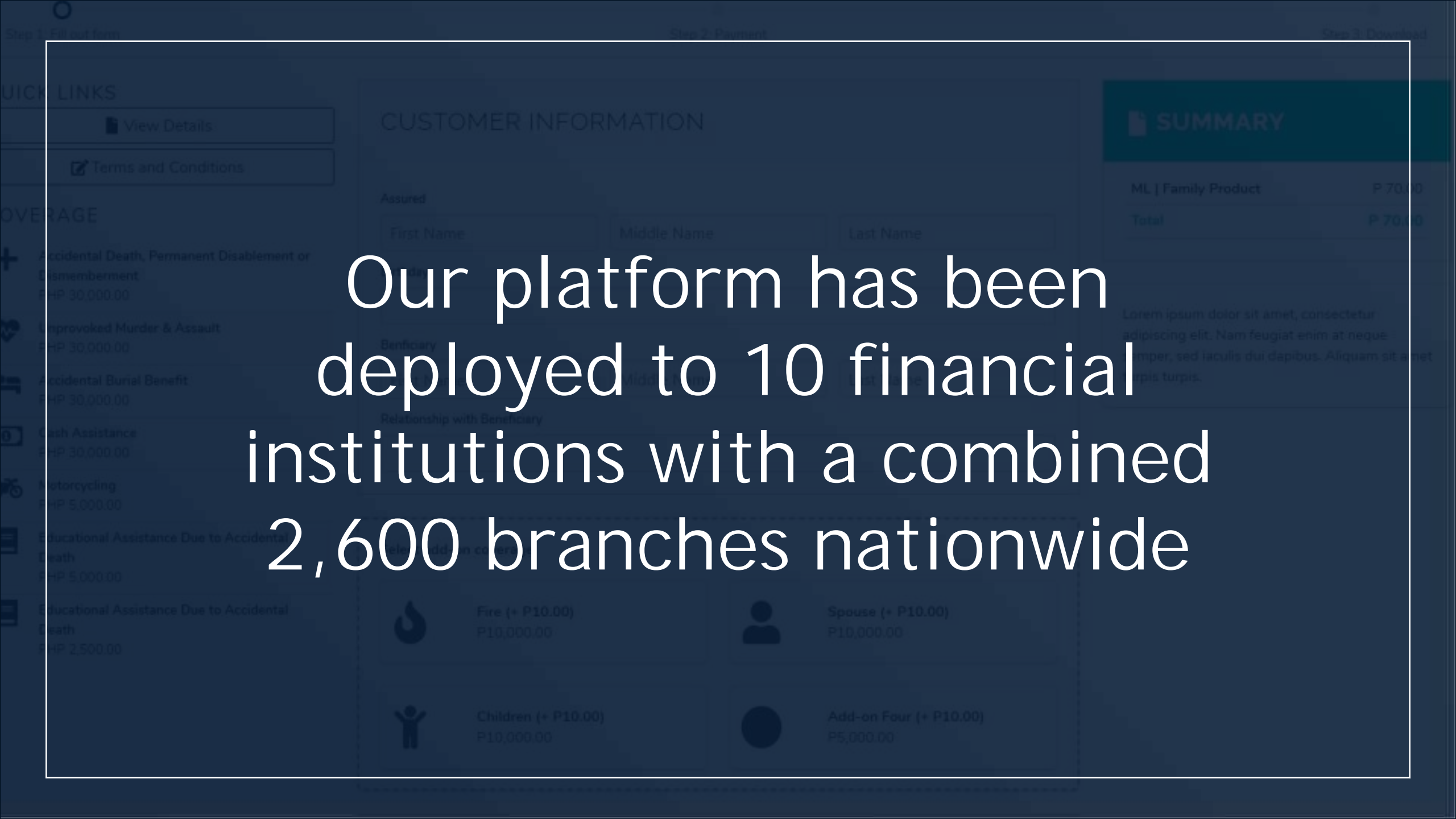
Maintain client relationships beyond their loan

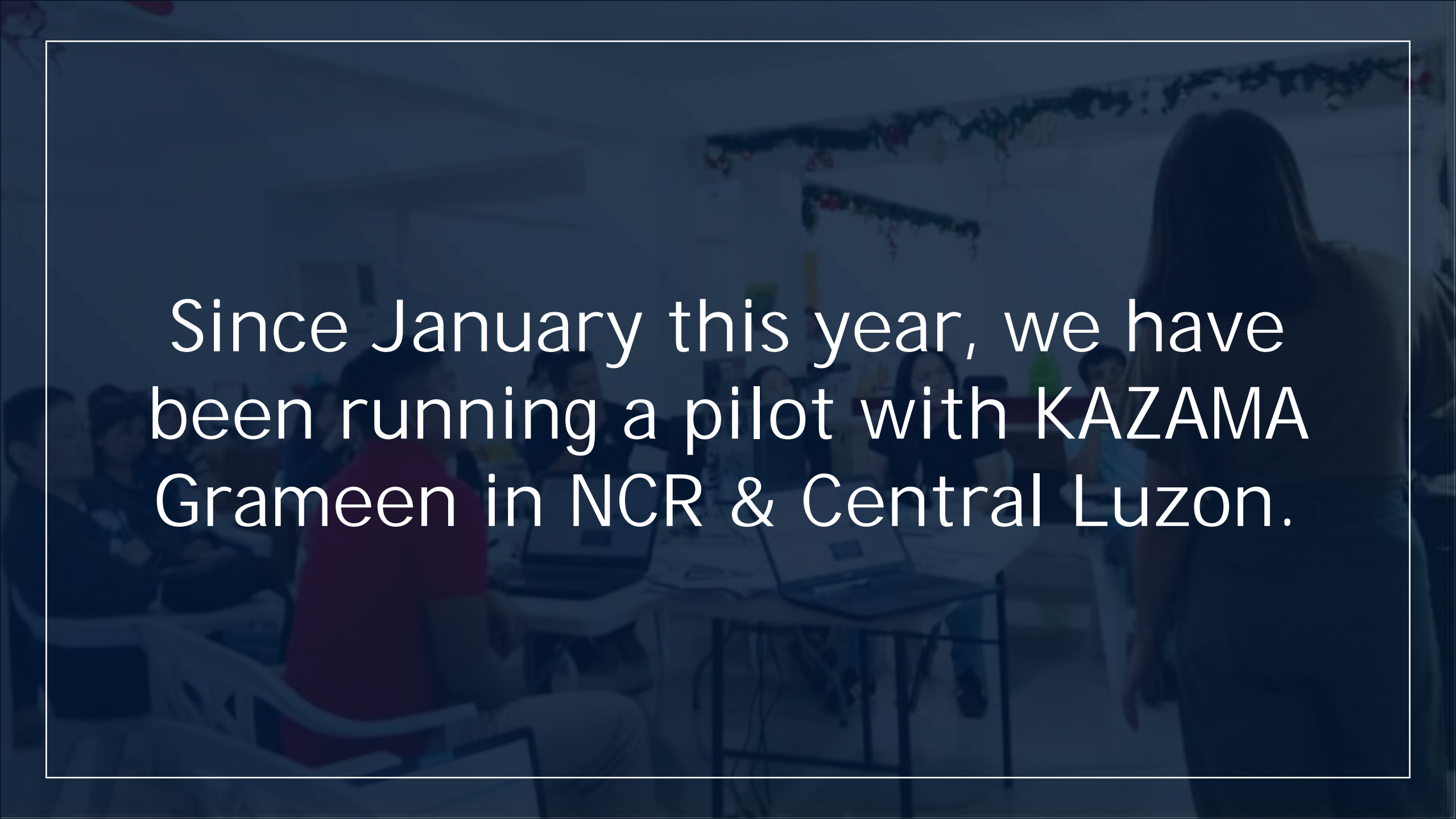
Client benefits



Get assistance in maintaining & growing their protection plan

Our platform has been deployed to 10 financial institutions with a combined 2,600 branches nationwide





Since January this year, we have been running a pilot with KAZAMA Grameen in NCR & Central Luzon.

CashKO worked with KGMI to fill the gaps in the coverage from the existing MBA

KGMI Cares
Family life &
accident MBA plan



KAZAMA Protektodo
Accident plan with
fire & medical asst.



KAZAMA Premium
Healthcare
Health insurance

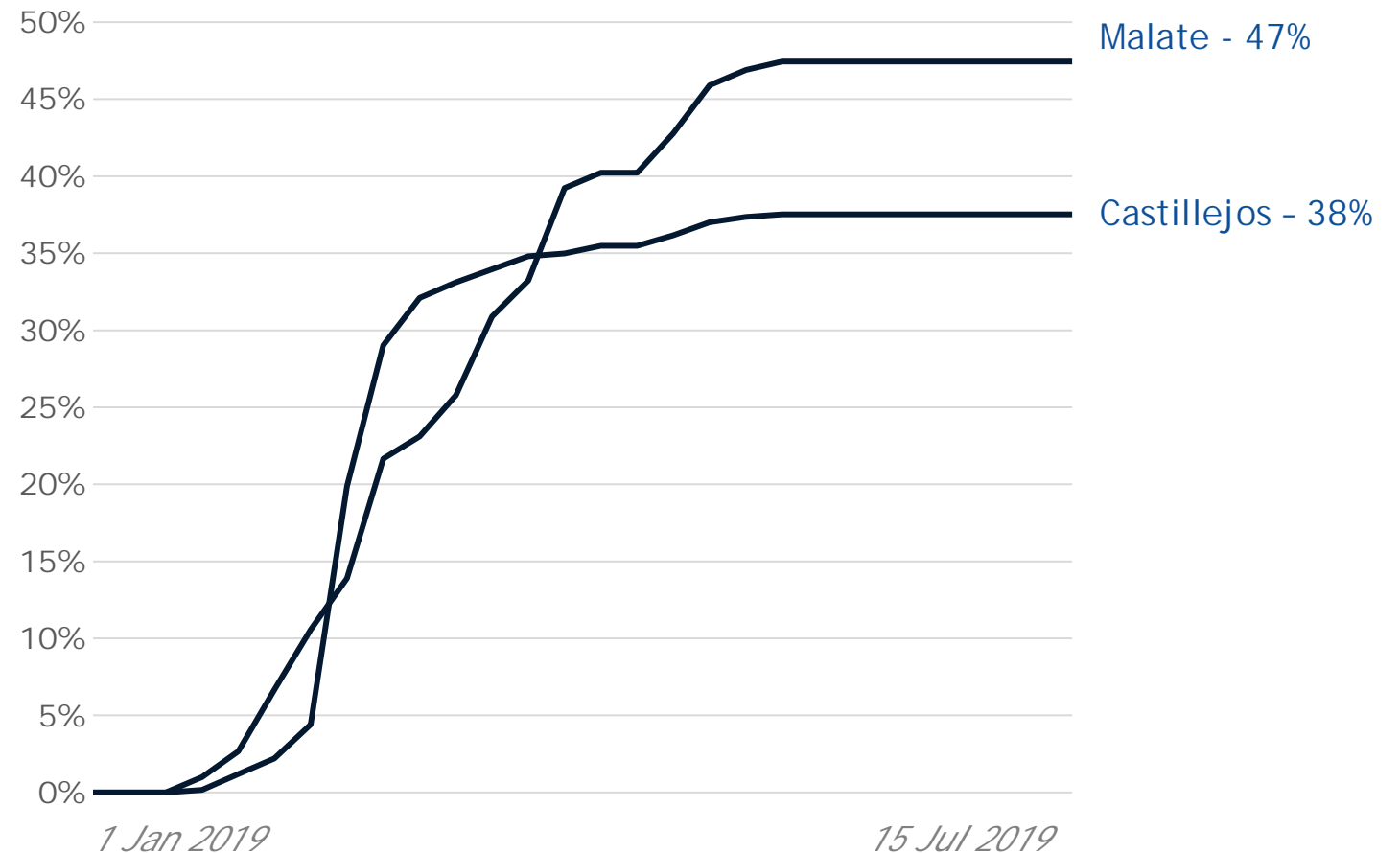
Existing MBA product

New microinsurance products

After 6 months of pilot, we covered up to 50% of branches' active clients on a voluntary basis

Even with a voluntary program, many of the active MFI loan clients were willing to subscribe to the additional microinsurance plans.

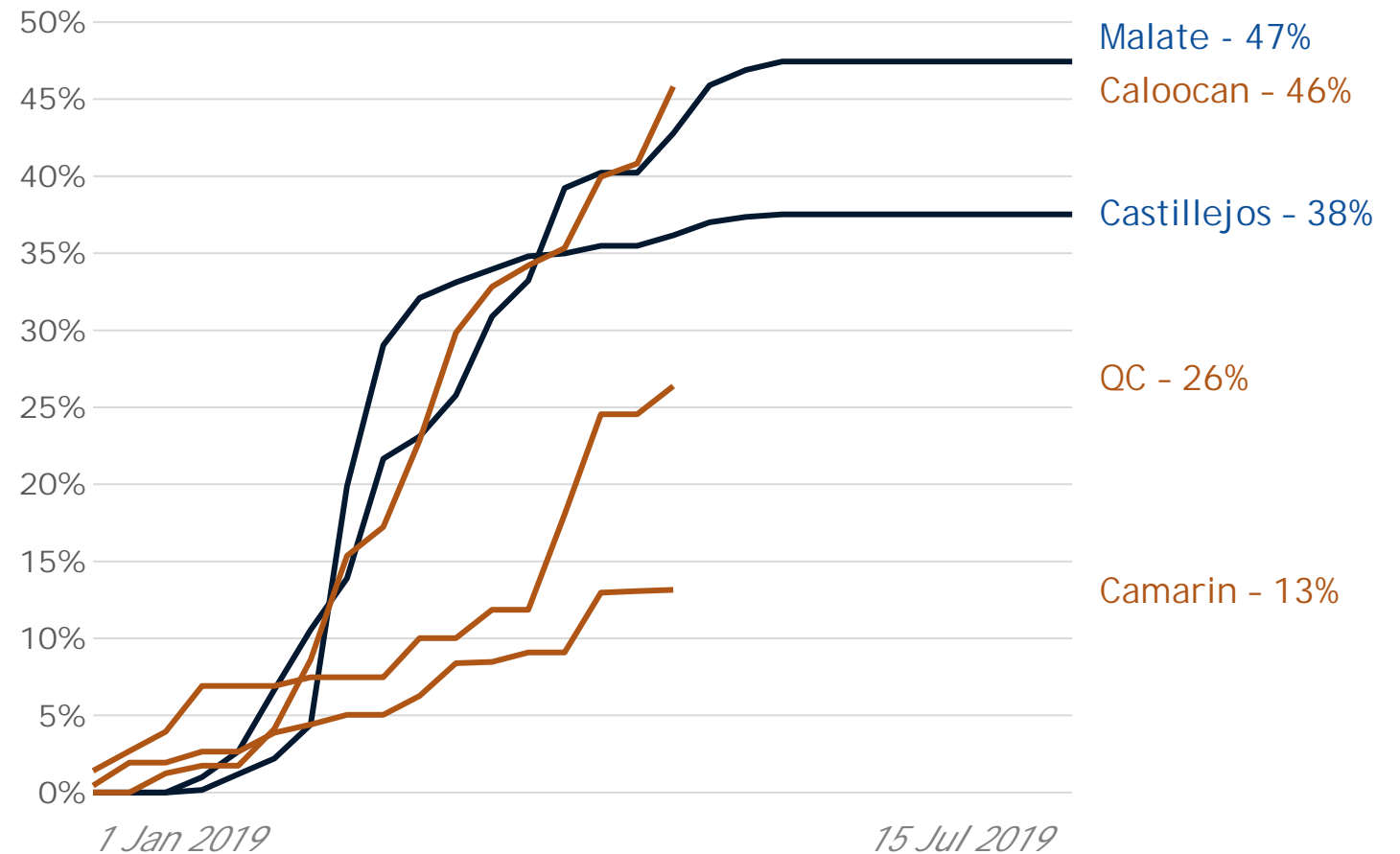
% of clients at the branch who bought insurance



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% of clients at the branch who bought insurance






Dr. Ricardo Reyes

Chairman of the Board, KAZAMA Grameen Microfinance, Inc.

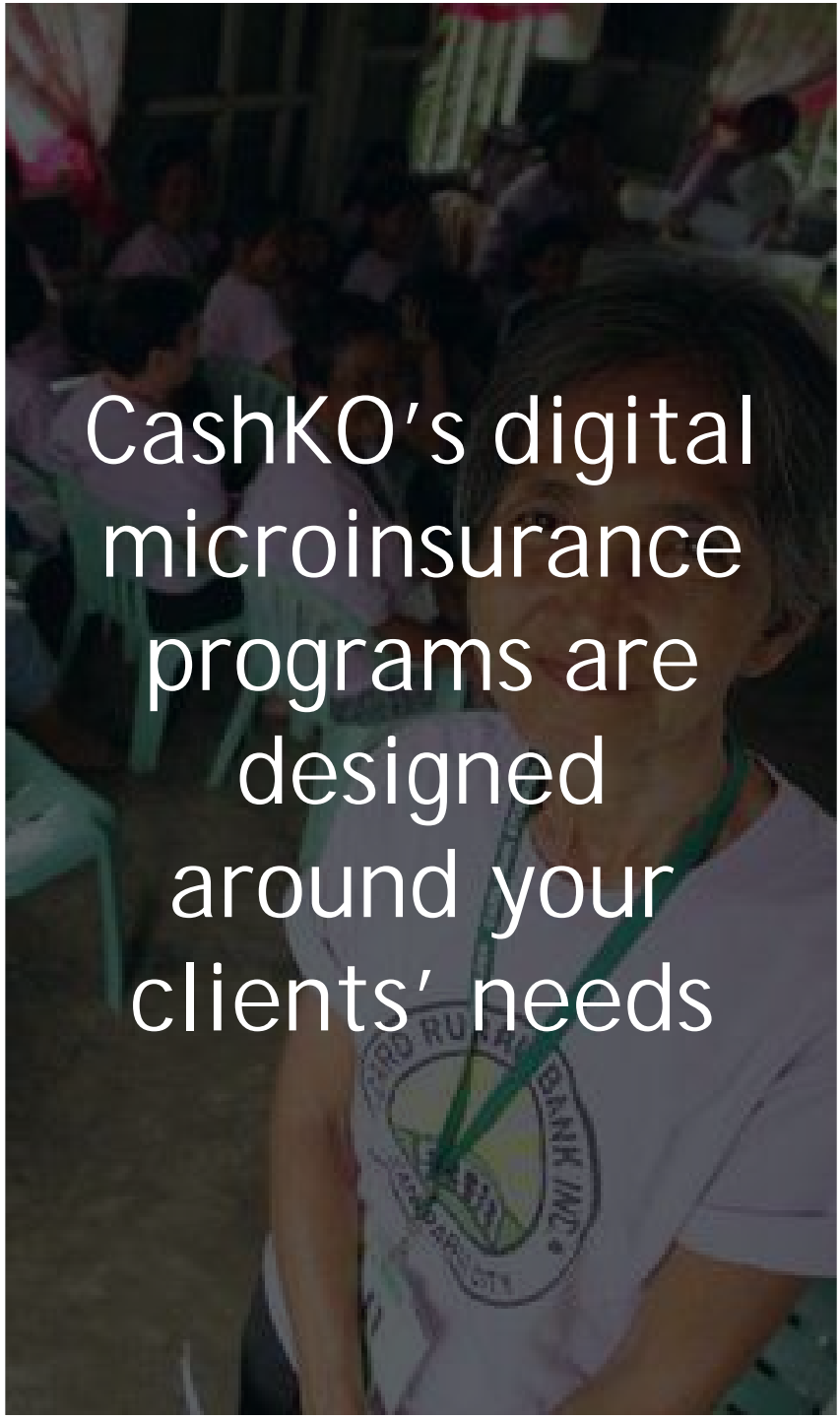


Justin Arcenas

Managing Director, RuralNet & CashKO Insurance Brokerage



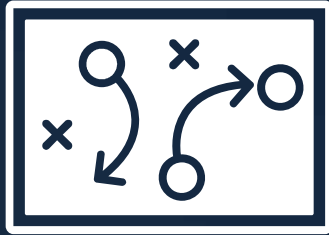
Digitalization
needs to be
customer-
centric to
make a real
impact



CashKO's digital
microinsurance
programs are
designed
around your
clients' needs



Our model has
been deployed
nationwide &
has shown solid
results in an
MFI deployment



Expand your market.

Schedule your free, no-
commitment market research
study with us today.

Choose your future today.

To find out more about how we can help your organization, contact your Insurance Specialist or call our brokerage at (02) 949 6684.



Microinsurance for the digital
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