



# CashKO

## Microinsurance

Sa pagunlad,  
kakampi ko si  
CashKO!

# Improving the social impact of microinsurance through digitalization

Our journey in building solutions that make a real difference in the lives of the clients that we serve





# Solusyong May Puso

We built CashKO as a social impact company, with targets on how we can help our clients.

Making sure  
everyone can file  
a claim

Approving as  
many claims as  
possible

Getting cash to  
claimants as fast  
as possible

# Solusyong De-kalidad



Before we built any tech, we went into the field with our partner MFIs to understand what was really needed.

**Field visits to branches**

**Client market research surveys**

**Interviews with front-line staff**

# Solusyong De-kalidad



Manual processes were the best & the worst thing about how microinsurance was being administered

## **Can't live with them...**

Manual administration was creating long delays for customers & massive overhead cost

## **Can't live without them...**

Without the community approach, digital-only microinsurance programs were unsuccessful

# Solusyong De-kalidad



To make a real difference for clients, what we had to build had to bring together the best of both worlds

## DIGITAL BACK-END

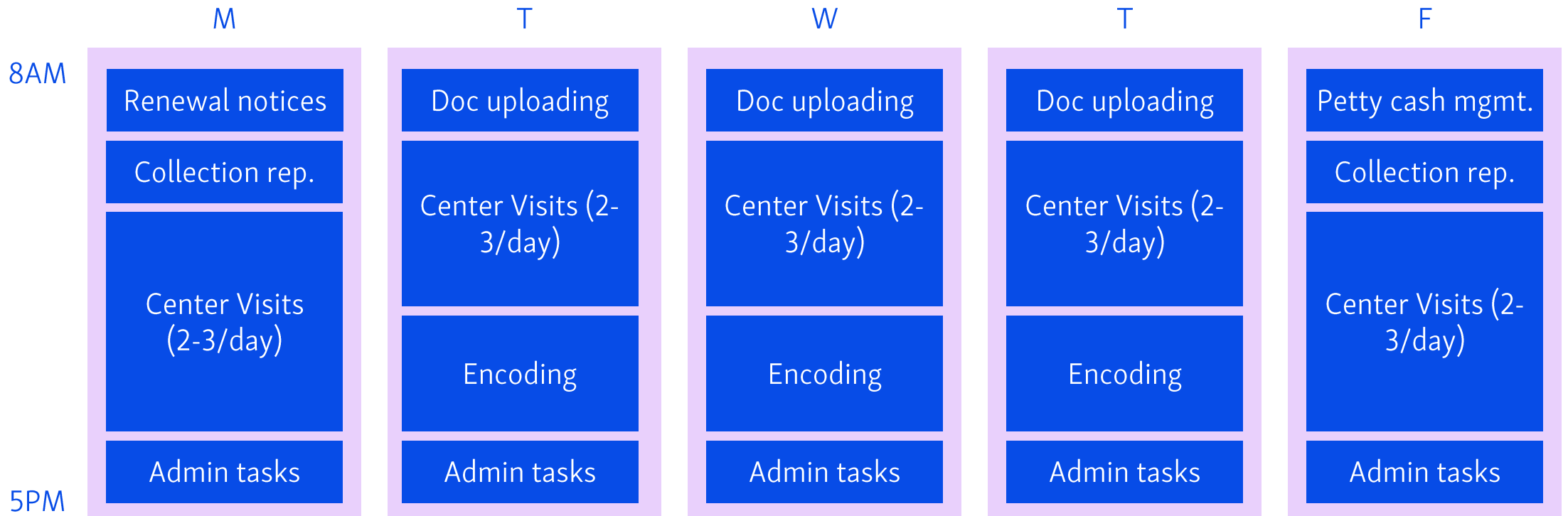
Using digitalization to fix the inefficiencies in administering the microinsurance program...

## HUMAN FRONT-END

...so that MFI front-liners could focus on the interactions that really drove impact to clients

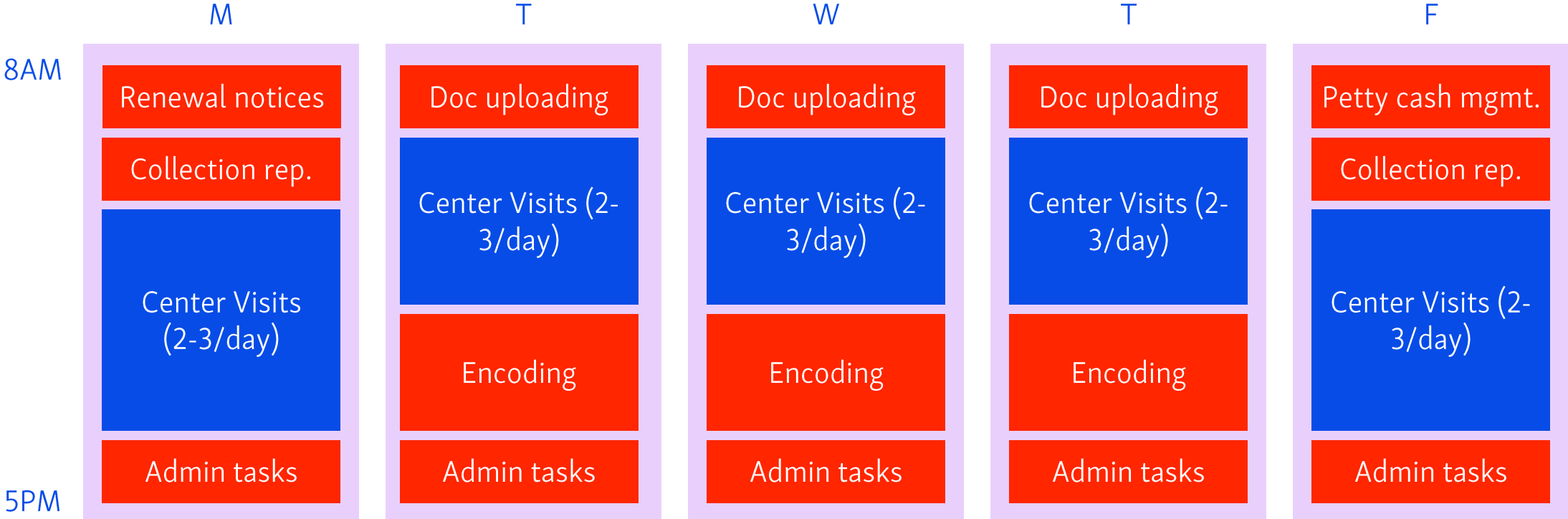
# We started by doing time-motion studies with the front-liners of our partners

Example: MBA insurance officer workload



# A large portion of the work being done was not adding direct value to the client

We built digital tools to erase administration make-work





# A large portion of the work being done was not adding direct value to the client

We built digital tools to erase administration make-work

MBA  
Insurance Officer

6 hours of value-add work per day

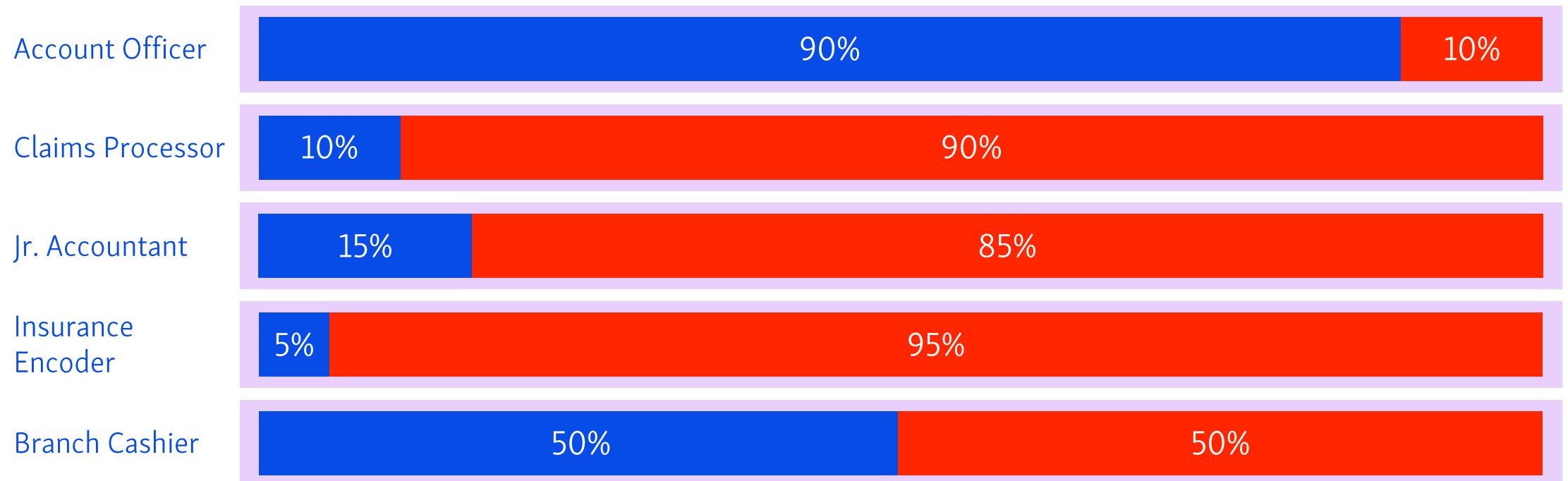
3 hours of admin work



**Our digital platform eliminated admin tasks through automation**  
API-linked enrolment, system-generated reports, automatic collection reminders, document management tools, cash reconciliation, claims management, etc.

# From end-to-end, our digital solutions could cut up to 80% of microinsurance overhead

Giving the MFI room to improve financial sustainability, give back to the client, or focus on more outreach activities

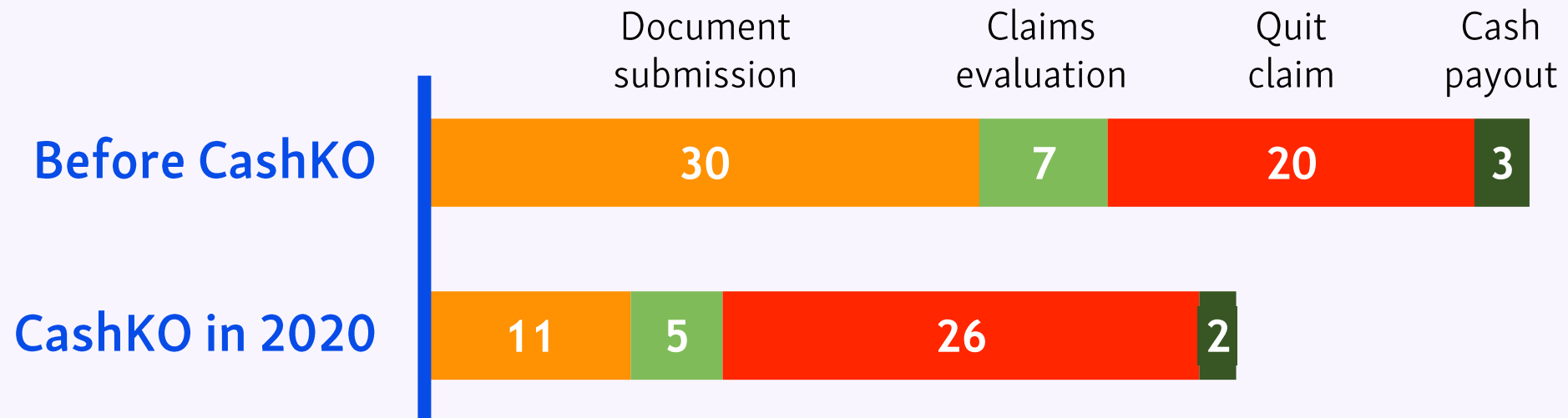


Microinsurance is a promise to clients  
**Claims is the fulfillment** of that promise



# Solusyong Sukat sa Pangangailan

We started tracking our claims performance in real-time to see where we could better deliver on our promises



# Solusyong Sukat sa Pangangailan



Then we asked ourselves...

How can we make it easier & faster for the client to claim?

**Document  
submission**

Clients didn't  
actually know how  
to get the  
documents

**Claims  
evaluation**

Payment  
reconciliation &  
contestability  
checking took time

**Quit  
claim**

Clients didn't know  
when they had to  
go back to the  
branch for claims

**Cash  
payout**

Check payment  
approval & clearing  
process delayed  
payouts


# Solusyong Sukat sa Pangangailan



Our digital solutions were built to encourage personal interactions with the clients to solve their problems

## Document submission

Clients didn't actually know how to get the documents



Simple digital tools built for branch staff to be able to quickly advise clients on what to do

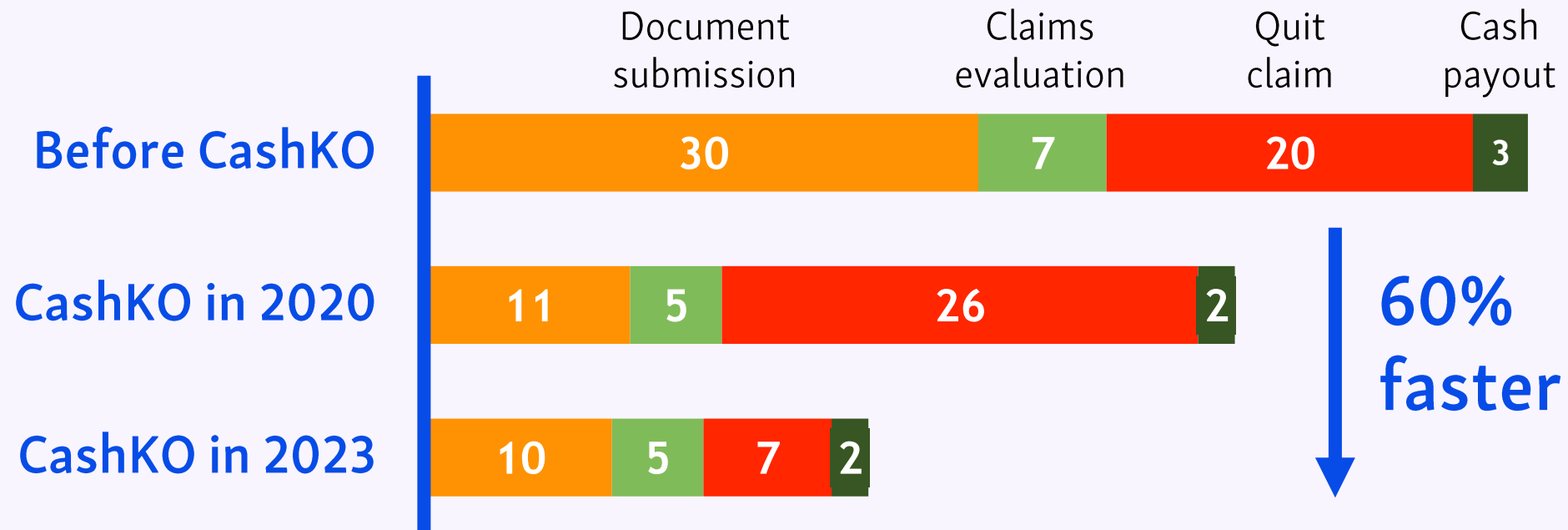
System provides personalized claims instructions based on the type of claim filed

Automatic reminders to branches & customer service to call the client after X days of inactivity

# Solusyong Sukat sa Pangangailan



We started tracking our claims performance in real-time to see where we could better deliver on our promises



Digitalization in microinsurance doesn't  
replace the human touch



**But it lets you focus on what really  
makes a difference for your clients**





# Solusyong May Puso

How does our continuing digitalization journey make an impact to the clients that we serve?

Making sure everyone can file a claim

Approving as many claims as possible

Getting cash to claimants as fast as possible



# Solusyong May Puso

How does our continuing digitalization journey make an impact to the clients that we serve?

**50% fewer**

clients did not proceed with claims after an inquiry

**96% approval**

rate for claims, up from 47% in the first year of operations

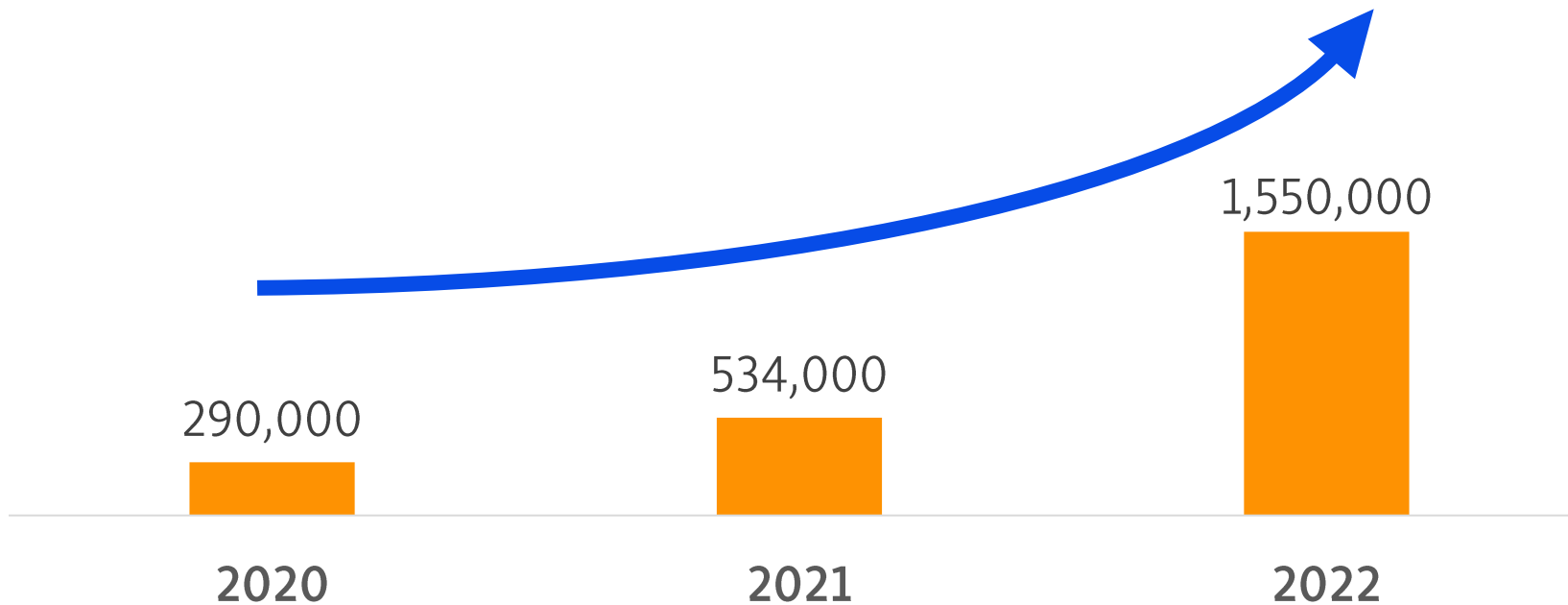
**60% faster**

cash payout time from date of incident



# Solusyong May Puso

The impact we make has helped CashKO reach out to more and more Filipinos every year.



Come with us on this digitalization journey, and help us make a difference in the lives of your clients

Sumama na sa CashKO!

