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PRESS RELEASE

Future Generali India Insurance launches WhatsApp policy delivery system

Future Generali India Insurance Company Limited (FGII), the general insurance arm of the joint venture between retail giant Future Group and global insurer Generali has become the first insurance company in India to initiate delivery of policies via WhatsApp. This is an instant and an additional delivery option adopted by FGII to enhance the convenience and ease of its services for its customers.

Neil Gardner, Chief Customer Officer, Asia said, *“Being the first insurer in India to launch a policy delivery service via WhatsApp highlights our regional focus which is to deliver a better service to our customers. When we launch new initiatives, such as this, the aim is to always enhance the experience for our customers and we believe they will certainly benefit from the ease of having their policies delivered to them from such a popular instant messaging service.”*

Media – Paradigm Consulting
Jane Hodgskin
Communications Director
T +852 93177326
jane.hodgskin@paradigmconsulting.com.hk

Media – Generali Asia
T+ 852 2521 0707
media@generaliasia.com

FGII customers will now be able to use WhatsApp to register claims and upload videos of vehicles damaged in accidents. Further to this, when they purchase or review their policy they will receive an instant confirmation message on WhatsApp.

K.G Krishnamoorthy Rao, MD and CEO, Future Generali India Insurance Co. Ltd. said, *“WhatsApp has wide acceptability and has grown to become a preferred mode of communication. It’s 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.”*

“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 and we are proud to be the first insurer in India to launch this service.” Mr.Rao added.

In 2016, FGII embarked on a digital transformation journey through 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 an Intelligent Video Streaming and Settlement (i-ViSS), a video-based motor claim settlement facility for customers.

FGII has already rolled out delivery of policies through WhatsApp and has delivered more than 5200 policies via the WhatsApp Messenger as part of the pilot run which started on 15th June 2018.

About Future Generali India Insurance Company Limited

Future Generali India Insurance Company Limited is a joint venture between Future Group – the game changers in Retail Trade in India and Generali – a 187 years old global insurance group featuring among the world’s 60 largest companies. The company was incorporated in September 2007 with the objective of providing retail, commercial, personal and rural insurance solutions to individuals and corporates to help them manage and mitigate risks. Having firmly established its credentials in this segment and effectively leveraging on the skill set of both its JV partners, Future Generali India has evolved to become a Total Insurance Solutions Company.

About Generali Group

Generali is an independent, Italian insurance Group, with a strong international presence. Established in 1831, it is among the world’s leading insurers and it is present in over 60 countries with total premium income exceeding €68 billion in 2017. With nearly 71,000 employees in the world and 57 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in Central and Eastern Europe as well as in Asia.