



Hollard.

---

SUNGANANI



# WHY INCLUSIVE INSURANCE

Hollard.

**Hollard has a vision of creating better futures .**

**Hollard's aim is to be the favorite insurer in every household.**

**Hollard has different initiatives in different countries to help the smes.**



# Journey start in September 2020 ...

# Hollard.



## PRODUCT

- Launched in Sept 2020
- Covers 5 family members (Main, Spouse, 3 children)
- Minimum sum assured K2,500
- Maximum sum assured K20,000
- Additions allowed at a cost
- Exclusive distribution in store
- 6 months waiting period
- 15 days lapsation grace period



## DISTIBUTION

- Distributed through PEP Stores
- 7 stores in Lusaka and 3 out of town (Kitwe , Ndola and Kabwe) with expansion of 5 more stores in 2022 QTR 4 in Lusaka, Chipata , Solwezi



## PARTNERSHIPS

- PEP ,
- Hollard
- Exergy
- ZYNLY
- Bootsure



## INTERGRATION

- Premium collection at tills,
- Mobile money provider ,
- Exergy administration system and sales portal

# WINS FOR ALL PARTNERS



## ACCESS AND COVER

- Easy access to the product within the store
- For as low as One K50 premium to cover a family of 5

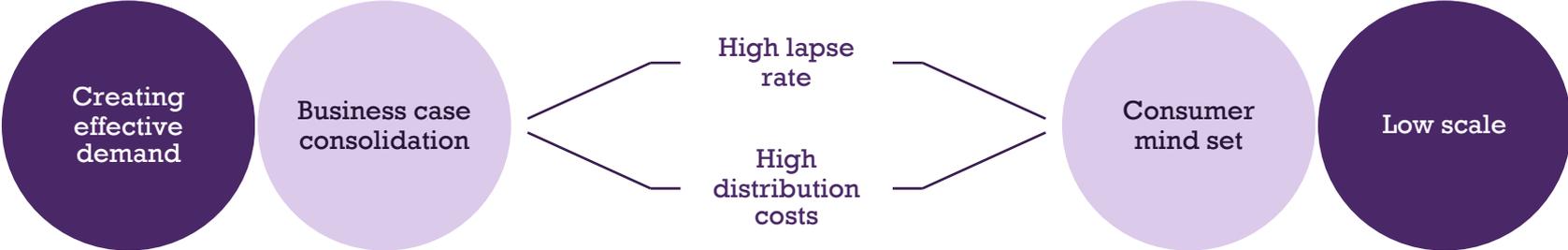
## PAYMENT PLATFORM

- Convenient payment platform (eg during shopping using PEP tills, Mobile Money, VISA, Bank Transfer)

## FSDZ FINANCIAL SUPPORT

- Marketing support
- Training support
- Actuarial or Expert support

# CHALLENGES



## EFFICIENCIES

- Drive Operational Efficiencies through data analytics
- Adapt to change quickly
- Drive productivity per store
- Drive marketing and consumer education strategy
- Governance structures with vendor- Daily ,Weekly , Monthly and Quarterly meetings (SLA)
- Align key resources for all countries
- Add on additional products

# LESSONS LEARNT

Hollard.

It is important for insurers and aggregators to agree on lower charge rates and profit share in the beginning of the project to make it work

It is important for insurers to do a pre and post product campaign

Consumer awareness is key

Rewards are a must to boost production

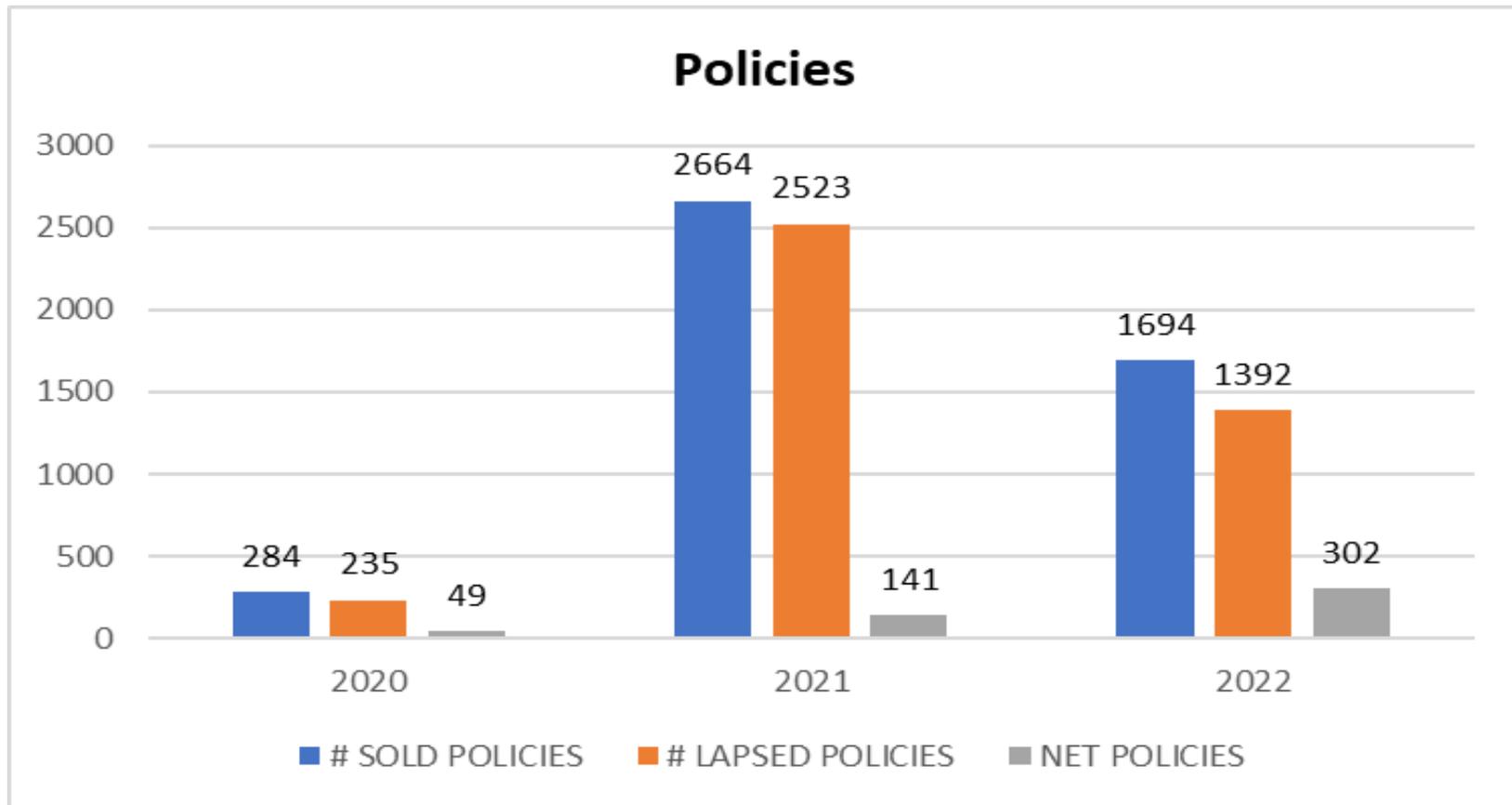
Loyalty programs are key

Visibility is a must on social media



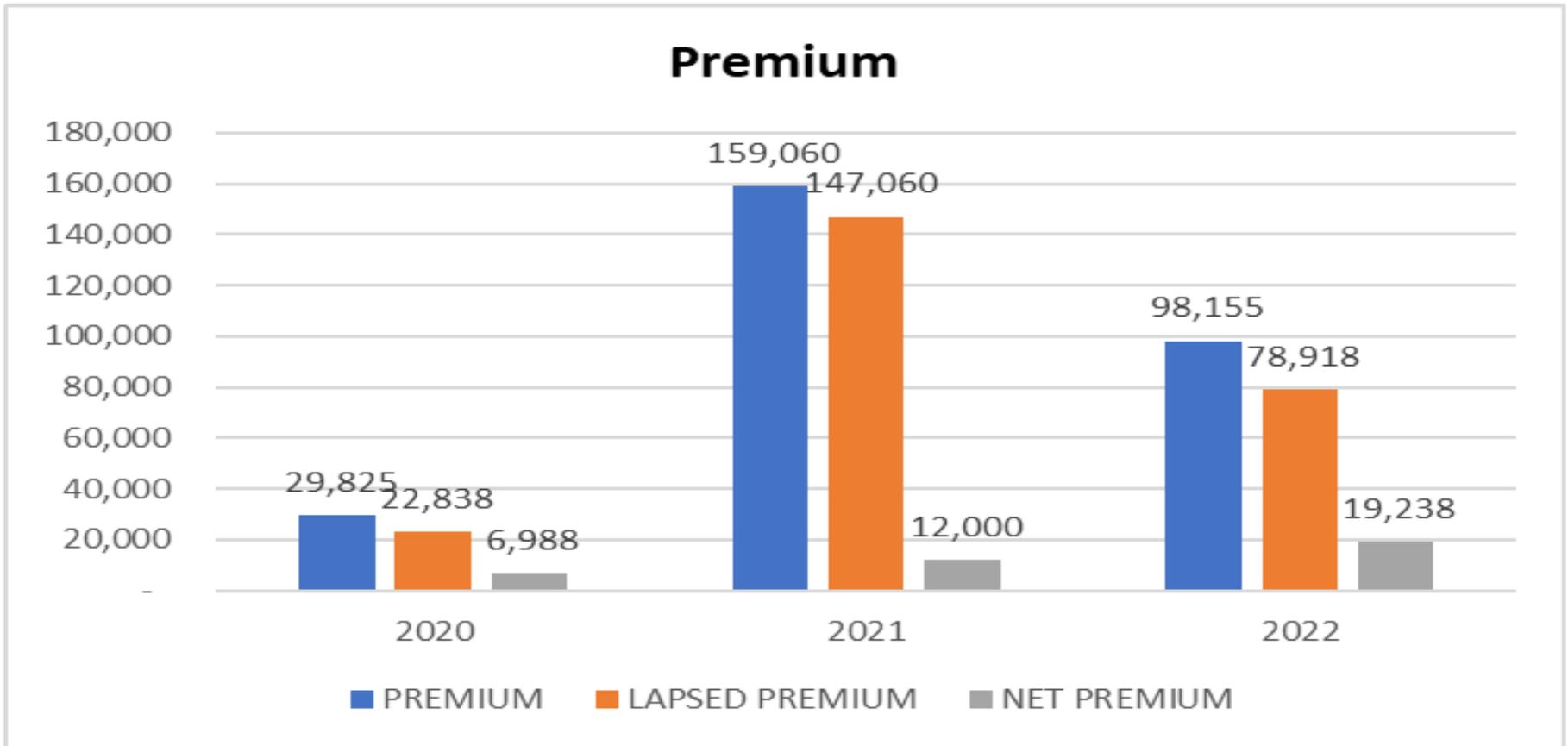
## PRODUCT APPROVAL

- Agents not allowed to distribute Life product and motor third party as an additional product in store



Sunganani has a high lapsation rate from inception

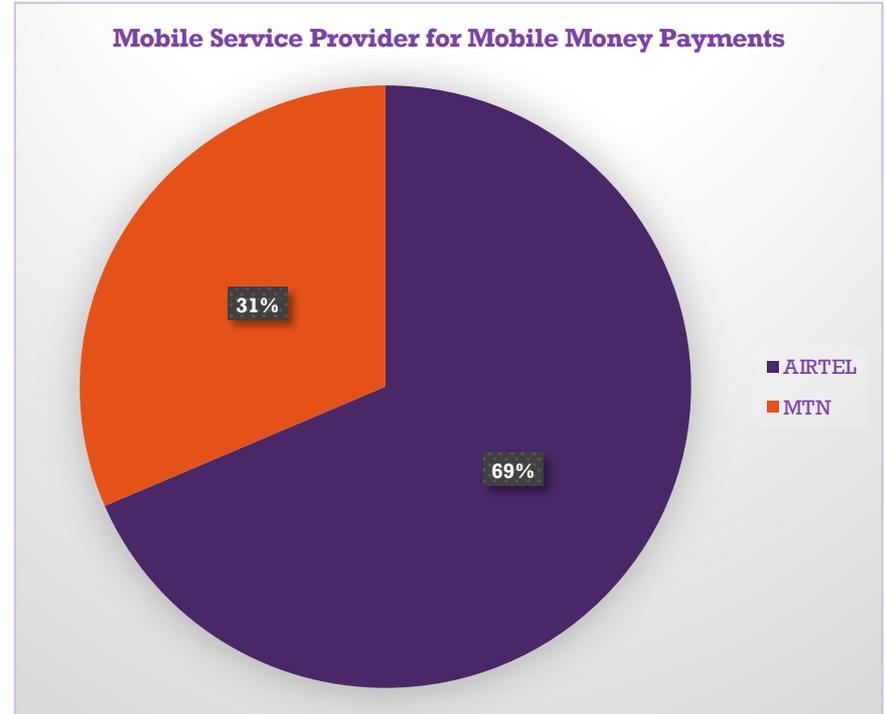
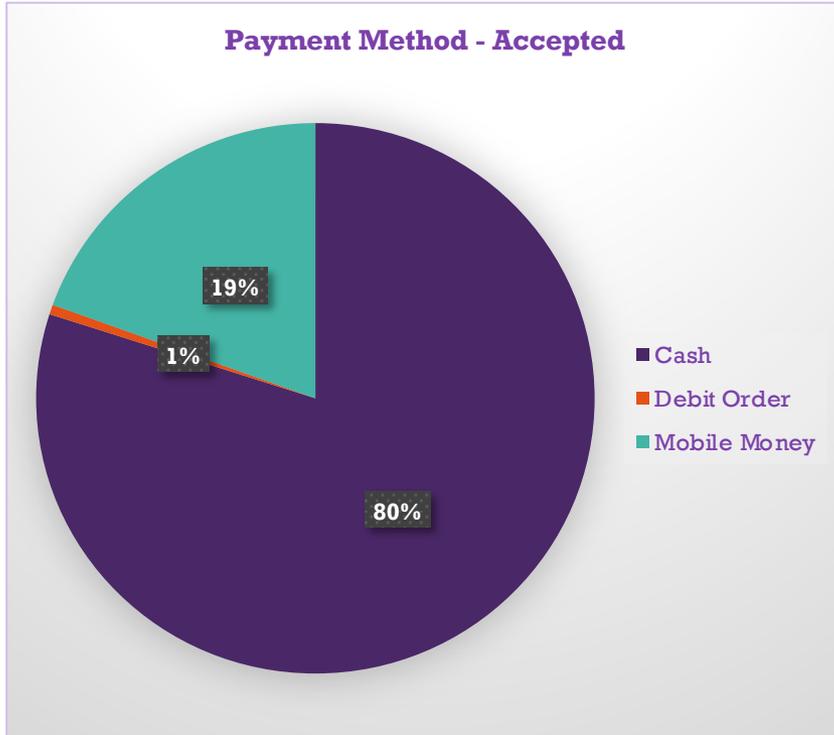




Low premium persistency rate



# Breakdown of Mobile money and Cash transactions



Cash sales remain on the rise month on month while mobile money and DDAC transactions remain stagnant. 69% of the mobile money transactions in the month of March were done via Airtel , while 31% were done via MTN..



Hollard.