

# PUTTING *customers first*

**Anuj Mathur, MD & CEO, Canara HSBC Oriental Bank of Commerce Life Insurance** delves into the strategy that has brought the brand much success

**Indian Insurance is home to a slew of players vying for a slice of the pie. How has Canara HSBC Life Insurance sought to differentiate itself from the milieu?**

>> Commitment to provide our customers innovative life insurance solutions to manage their wealth and secure their financial goals is what sets us apart. We run a very transparent organization with a fundamental policy of "Treating customers fairly". "Right sale to the right customer" & a comprehensive "Engagement Strategy" is the tenet of our business approach. At each stage, be it sales or service, this philosophy guides our actions. This ensures that the customers will always be first in every initiative that we take. We have some of the best products which are 'value for money' propositions with options like loyalty bonus and return of morality charges. We operate a low-cost operation and hence we are able to pass on the benefits to the customer. On the customer servicing front we have multiple and easy-to-access touch points which helps us serve our customers with agility and swiftness. Our industry first



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Video chat, web chatbot amongst other online mediums and most importantly the human touch through the vast network of our partner banks sets us apart.

**How does the brand aim to deliver optimal insurance solutions to what is the most technologically savvy generation in the**

**history of mankind?**

>> The tech savvy generation is more aware, has better access to information and also has increased affordability. They are looking for Insurance solutions that cater to their individual needs and not a plain vanilla product that the next door neighbor is buying. The technology has advanced so much that customized solutions are no more exclusive for only a select group of people. We will witness some innovative solutions coming through the Sandbox approach that Regulator has allowed.

In today's connected world wearables, IOT and analytics together will help deliver optimal and best solution customized for an individual. We have insurance solutions catering to multiple segments available digitally end to end. Our on-line products offer unique and attractive customer value. The Company has launched 'Webassurance' which is a significant step towards providing the bank's customers a one-stop, convenient online solution empowering customers to address their financial needs through a completely digital and paperless process on our bank partners' website.