

# Rel Gen Insurance cuts complaints by 30%

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Reliance General Insurance (RGI), a part of Anil Ambani led Reliance Capital, said it has reduced number of consumer complaints by over 30 per cent by effective use of technology and automation.

"We have been able to reduce our complaints by over 30 per cent by effective use of technology and automation that has helped us reach out the consumer directly and faster," said Reliance General Insurance chief executive Rakesh Jain.

"Things like NEFT transfers, automated approval systems, use of mobile platforms and direct access to track settlement process on websites are some of the few initiatives that have helped us reduce the number of complaints substantially", he added. The company has registered the lowest number of consumer complaints amongst the private sector

non-life insurers in the country for the nine-month period ended December 2014. Reliance General Insurance registered a total of 1,354 complaints as against 1,467 by HDFC Ergo, 1,799 by IFFCO Tokio, 3,086 by Tata AIG, 3,566 by Royal Sundaram, 4,561 by ICICI Lombard and 4,526 by Bajaj Allianz for the nine-month period ended December 2014.

Disclosure of consumer complaint figures by insurers is now part of a reporting guideline and is filed with the regulator by insurance companies on a quarterly basis and uploaded on their websites. Meanwhile, claim and policy related complaints account for nearly 40 per cent of complaints for the general insurance industry in the country, an IRDA data said. It is followed by other complaints related to premium, refunds, coverage, cover note, product and proposal. Each insurer has to give specific numbers under these heads, it added.