

Ease insurance buys with self endorsement

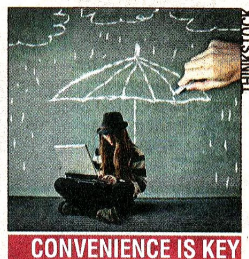
Rakesh Jain

The proliferation of technology has simplified processes of standing in a queue for making a bill payment among others. Technological trends have brought in a notable shift in consumer behaviour. Convenience is the single-most important attribute for customers while they are transacting online.

For customers buying a general insurance policy online, making changes in policy documents can be time-consuming. The 'self endorsement' facility has come as a much-needed relief. The facility is based on the insight that consumers and agents prefer a quick and digital route to make modifications in policies.

Previously a huge number of customers used to visit branches / call their respective agents for endorsement-related changes. The lion's share of it was for non-premium bearing changes. With self-endorsement, customers and agents have been empowered for making such changes in a jiffy thereby ushering in convenience.

The feature enables you to do a host of changes online from the comfort of your laptops and desktops. Once the endorsement is done, you



- The facility will enhance convenience, among others
- Consumers prefer to make changes in documents digitally

can take instant print of the revised documents.

The facility is aimed to enhance customer convenience and empower customers in resolving endorsement-related issues at a few clicks. For instance, travel insurance customers already abroad can easily extend their travel policies from any location in the world. Change of vehicle details which may impact the registration of the vehicle, can also be resolved in just a few clicks. Other product categories like health and motor can also benefit from it.

The writer is executive director and CEO Reliance General Insurance Co Ltd