



POWERFUL

# Bajaj Allianz GENERAL INSURANCE

## RELATIONSHIP BEYOND INSURANCE – A BRAND TO LIVE BY THE NAME

In addition to its unique product offerings, Bajaj Allianz General Insurance is also the first insurer to leverage a digital platform and speedy services to their policyholders. Committed to making innovative changes using digitization, the company became the first insurer in India to issue policies online, which led to the onset of another era. Besides that, the company has spread its wings across

the digital world & initiated mobile Apps that empower them to take all policy-related decisions independently.

Given the strong support of its distribution network, the company today has an impressive market share of 6.7 percent. With its prudent underwriting norms and the philosophy of growth awareness & risk-based pricing, Bajaj Allianz General Insurance is the only insurance company in the industry to have been escalating its business, while yielding profits, since its inception.

### PROLIFERATING TRUST

Bajaj Allianz General Insurance has been known in the industry as a trendsetter, be it for being the first ones to bring cashless settlement or as a pioneer in settling in-house TPA for settlement of claims. Bajaj Allianz is the first private player to come up with innovative distribution channels like All India Women's Branch and Virtual Offices, an alternate to traditional

brick and mortar offices. The company settled over 27,000 claims worth Rs. 930 crore, which was possible due to their sound procedures and a strong bottom-line. Their key brand attributes are: Trust, Right partner in decisive moment, Customized solution offering, Value for money and High standard of service.

The company with its strong understanding of the market, high customer service levels, a strong distribution network and constant innovation in terms of products and services, has only become a brand name to reckon with in the insurance industry. Bajaj Allianz has always emphasized on the relationship they believe in having with their customers and do not only make it about their products/service





offerings, hence they have built emotional connects with their customers. This strong belief, coupled with an impending work ethic, has ventured towards creating a relationship that extends beyond just selling policies & covers.

**CARE THAT MATTERS**

Another impending architecture they adhere to is deciding on their custodians. At BAGIC, their employees are their

Brand custodians and they firmly believe that it is done so because it is the best way to embrace the Brand and reflect what it stands for. Instead of confusing the TG with way too many external custodians and relatable/familiar faces, they keep the faces of their employees in every internal and external advertisements, simply because, a target customer, a potential customer or an individual will have faith and confidence in them and there is also a chance they will believe the company.

At BAGIC, there are no external agencies/partners. What they have is an In-House Studio, where all creative requirements are taken care of to cater to their clientele/customers. The entire process flow is faster, as the end product is quicker and is extremely accessible – unlike any external agencies who may have a slow response time and a higher TAT. Plus, having their own studio gives them a comprehensible strategy, as they know their own products, services as well as the customer base.

**QUANTUM LEAPS**

- Launched block chain based travel delay claim settlement facility – Travel Ezee
- Launched Motor On The Spot (Motor OTS) facility to enhance claim experience for motor customers