

Headline	Move towards customisation		
MediaTitle	Focus Malaysia		
Date	09 Sep 2017	Language	English
Circulation	20,000	Readership	60,000
Section	News	Page No	25
ArticleSize	215 cm ²	Journalist	N/A
PR Value	RM 11,106		



Move towards customisation

WHILE insurance companies focused on large corporations in the past, similar to commercial banks, they are now looking at the SME sector for growth.

Despite the relatively high awareness levels among SMEs when it comes to insurance, they still struggle when it comes to selecting the right solution with sufficient coverage instead of a one-size-fits-all package. Access to such products is an issue as well.

"Every SME is different and their needs are different, just like an individual. SMEs need someone that fact-finds, identifies their needs and then tailor-makes it, but at the same time they consider affordability.

"Firstly, (you need to) understand the need. For example, is insuring for two times the salary enough (when it comes to group term life insurance)? You need to strike a balance," says Tokio Marine Life Insurance Malaysia Bhd CEO Toi See Jong.

He adds that the worksite programme is beneficial for SMEs as well, as it increases awareness among employees to purchase sufficient personal coverage.

For Tokio Marine Life Insurance, the key is to build awareness and then provide the products where the pricing is affordable, and a straight-through process for the submission of claims

and enrolment. As such, it has launched e-claim submissions.

While the main business is the retail business done through agents and bank insurance for individuals, it has identified the SME sector for its corporate solution vertical.

Says Toi: "We've been very successful in corporate solutions in Singapore, here we've decided we want to tackle that and we're starting to push for it.

"My dream is a mobile app for the submission of claims and enrolment, but the key word for SMEs is affordability, especially when it comes to group term life insurance."

Zurich Insurance Malaysia Bhd senior vice-president and general insurance market management head Junior Cho says the company introduced business insurance Optimuz in August 2015 to cater for SMEs.

Through the platform, intermediaries/agents, partners and SME owners can choose either conventional or takaful insurance plans for up to 11 types of coverage as well as the amount of coverage depending on their business needs, with fire cover as the anchor protection.

Due to the varying nature of their enterprises, being able to customise the benefits and coverage limits would enable them to manage costs better.

"We found there was a void and there was a need to simplify SME offerings using a digitalised solution. The key is to provide different options and to meet the needs of varying segments.

"It's essential to drive awareness for SME owners, but the most important thing is to continue offering that flexibility and simplicity so they don't feel overburdened or over-insured," he says.