

Shoreline Asia

Services, Competency and Capability



Touch Point Analysis



Touch Point Analysis is, as the name suggests, a 'deep dive' into and across your Bank's customer facing channels (Retail Bank, 'Premier' Bank, Website etc.) that, collectively, constitute your insurance distribution channels. The goal of the analysis is to identify those touch points, and in particular those key 'moments of truth' touch points, where it is relevant to include or introduce an insurance proposition, the preferred method of doing so and the people, systems and processes that need to be considered in order to effectively embed insurance into those touch points.

The core reason for the existence of Bancassurance is increased cross sell and upsell to customers e.g., improved share of wallet. A well executed touch point analysis is the starting point for a successfully implemented Bancassurance strategy.

The Shoreline Asia Touch Point Analysis begins with a comprehensive review and culminates in a detailed set of recommendations based on the touch points. and in particular the crucial 'moment of truth' touch points, where an insurance offer is likely to be most well received by your customers.



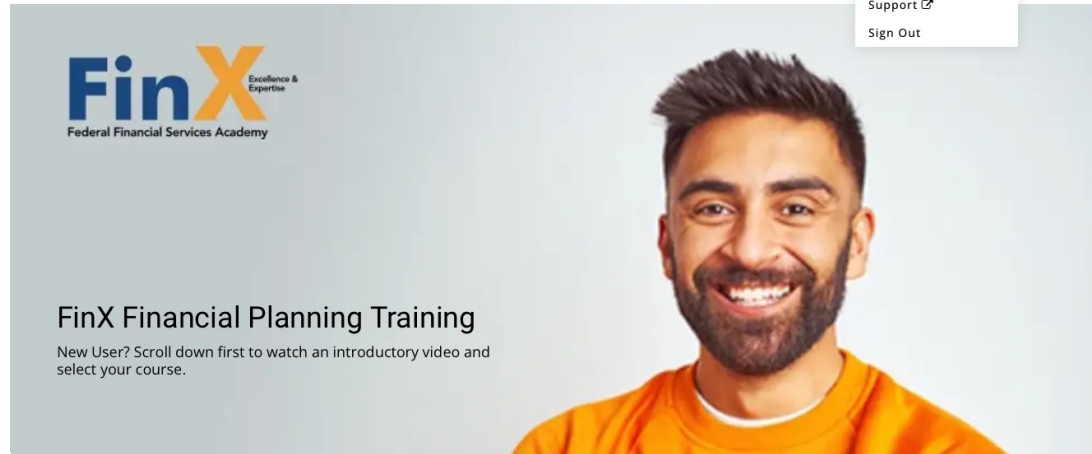
Bancassurance 360



- The Bancassurance 360 process is, as the name suggests, a comprehensive 'deep dive' into and across the verticals that, collectively, constitute the people, systems and processes that combine to create an effective Bancassurance channel and proposition.
- During a typical 360 we consider:
 - Alignment between the parties
 - Sales Model
 - Sales Processes
 - Relationship and Key Metrics
 - Operations
 - Marketing
 - Human Resources
- The outcome is a comprehensive review and recommendations
- And we remain engaged to assist you to implement those recommendations and support the growth of your Bancassurance channel.



Premium Banker Financial Planning Training



Course review for FinX Financial Planning Training

by Nikhil Das K | ★★★★★

Review title

Absolute eyeopener

Review text

Beautifully put together and informative

Course review for FinX Financial Planning Training

by Lekshmi P R | ★★★★★

Review title

Wow

Review text

Informative...covered all aspects of sales..attending this much impressive sales training session for first time..I could relate my banking experience in sales with what discussed here..really awesome..wow factor is there..

- A custom-made training portal, along with all of the training content, was developed for this Indian Bancassurance partnership.
- Composed of 13 modules and over 15 hours of content. The portal contained rich functionality both for the students and the respective training depts.
- A series of financial planning advice models was developed that a could be downloaded from the portal.
- Course was entirely on-line, along with 2 webinars.
- Course was targeted at the 'Premium Bank' relationship managers.
- its purpose was to enable them to add value through increasing their ability to conduct a more sophisticated conversation with their HNW clients and of course to sell more insurance and wealth management products.
- The course was hailed as a great success and Ultimately over 640 staff completed the course.
- The insurance company decided to put all of its account managers through the course as well.



Bancassurance Academy

Course review for Bancassurance Strategy and Execution

by STEPHEN WANJOHI | ★★★★★

Review title

THE BEST TRAINING

Review text

THE COURSE WAS EDUCATIVE IN UNDERSTANDING BANCASSURANCE STRATEGY AND EXECUTION IN TERMS OF BANCASSURANCE BEING AN INSURANCE DISTRIBUTION CHANNEL

Course review for Digital Bancassurance

by MARGARET TIONY | ★★★★★

Review title

DIGITAL

Review text

INSIGHTFUL

- The 5 streams contained over 20 hours of video as well as quizzes, surveys and opportunities for reflection on what was learnt and how Old Mutual could assist.
- Most of the content we created was recorded by selected Old Mutual team members from across the continent, giving us the opportunity to show case Old Mutual's depth of subject matter expertise in Bancassurance
- Participation was free during the period of the Masterclass; however, we have kept the portal open and business partners who subsequently want training for any of their staff can access the streams for a fee.
- The development of 5 individual streams effectively means we are offering a comprehensive Bancassurance training academy. There is unlikely to be similar resource offered by a competitor anywhere on the continent.
- This is our 3rd year of offering an online Bancassurance masterclass and there can be little doubt that our annual Bancassurance Masterclass makes a major contribution towards Old Mutual being seen as the Bancassurance thought leader and partner of choice across Africa.

The image shows a grid of six course cards from the Bancassurance Academy. Each card features a header image, a title, a description, a star rating with the number of reviews, and a price. The courses are:

- Bancassurance Masterclass Package**: 5 Courses, All of the Bancassurance streams at a discounted price of \$100, \$100.
- Bancassurance Strategy and Execution**: 5.0 (2 reviews), \$25.
- Bancassurance Sales Training**: 4.7 (20 reviews), \$25.
- Digital Bancassurance**: 5.0 (11 reviews), \$25.
- High Net Worth Bancassurance**: 5.0 (5 reviews), \$25.
- Bancassurance Product**: 5.0 (1 review), \$25.



WhatsApp Insurance



- The opportunity:
 - Today, more than 175 million people message a WhatsApp Business account every day across the world, and this number is expected to continue to grow as businesses continue to rely on versatile digital platforms to communicate and sell products. In India, already more than 15 million small business users use WhatsApp for Business to connect with their customers.
- The Solution
 - A platform that offers a complete insurance sales and fulfilment solution on WhatsApp
 - The platform operates on WhatsApp (and configurable for other platforms) that sells insurance to users.
 - It uses an A.I Chatbot that guides a client through the process and allows payments.
 - The Platform also provides all administration functions necessary to sell an insurance product such as fulfilment and claims.
 - The design of the insurance product is undertaken by the client insurance company, with our assistance.
 - The WhatsApp platform provides its capability as a White label platform that insurance company clients can customize to their requirements.
 - And because the platform is complete, this is an I.T 'lite' exercise for you, there is very little demand on scarce I.T resources, which is an important consideration.



Policy Owner Marketing



- The purpose of Policy Owner Marketing is to maximise the return from your greatest asset- your clients- through increased revenue and improved customer satisfaction leading to higher retention.
- A question we often pose to our Bancassurance clients is: "is a 'face to face' insurance distribution strategy sensible, affordable or even appropriate for a large segment of your client base"?
- Done correctly, Policy Owner Marketing provides a cost-effective methodology for increasing insurance penetration across the mass client base in particular.
- At heart, Policy Owner Marketing is offering targeted insurance propositions as an add-on to existing cover.
- It is successful largely because your customers see it as a service extension rather than 'intrusive' direct marketing and it can be done via any combination of Mail, Insert, Telemarketing, SMS, Messenger App etc.
- The key is that it is a simple purchase decision for the recipient.
- We always share in the costs of the program and we make our return through a reinsurance quota share agreement.

In effect, this means that your only cost is your agreed share of the marketing costs.

- It is a very low risk method of increasing the value to you of your customers.



Masterclass Training



We have prepared a series of highly regarding financial services Masterclass training programs.

They can be delivered on-line using our LMS, Face to Face, via Webinar or a combination of delivery methods.

We also create bespoke training programs, talk to us about your needs.

Our current masterclass programs include:

- Bancassurance Strategy and Execution. This is a 3-day program that covers all the bases in terms of establishing and building a Bancassurance channel.
- Insurance Governance. This is a 2-day program that covers the major governance issues for insurers as well as providing a deeper insight into the workings of insurance.
- Bancassurance Sales Training. This is a 2 -day 'train the trainer' style program that teaches how to be an effective insurance salesperson in the Bancassurance channel.
- Financial Services Product Development. This is a 3-day program that teaches the principles and practices of product development and produce management.
- Investment Governance for Trusts, Foundations and Family Offices. This is a 2-day program focuses on understanding investing and effective governance over the invested corpus.



Competencies and Capabilities



- Insurance Product Development
 - Shoreline Asia has deep subject matter expertise on Insurance product development and has assisted organisations across Asia Pac and Africa to improve their product development processes. We also run a 3 day training program on the subject
- Bancassurance M&A
 - Shoreline Asia Principals have an impressive breadth of experience organisations organisation in acquisition, divestment, partnership negotiations, preparing and responding to expressions of interest and helping new Bancassurance start ups.
- Investment Governance for Charities, Foundations and Family Offices
 - We assist The Boards of Charities, Foundations and Family Offices to build sound governance foundations around the decision to invest in a portfolio of income and growth assets. We also run a 2 day training program on this topic.



Thankyou

