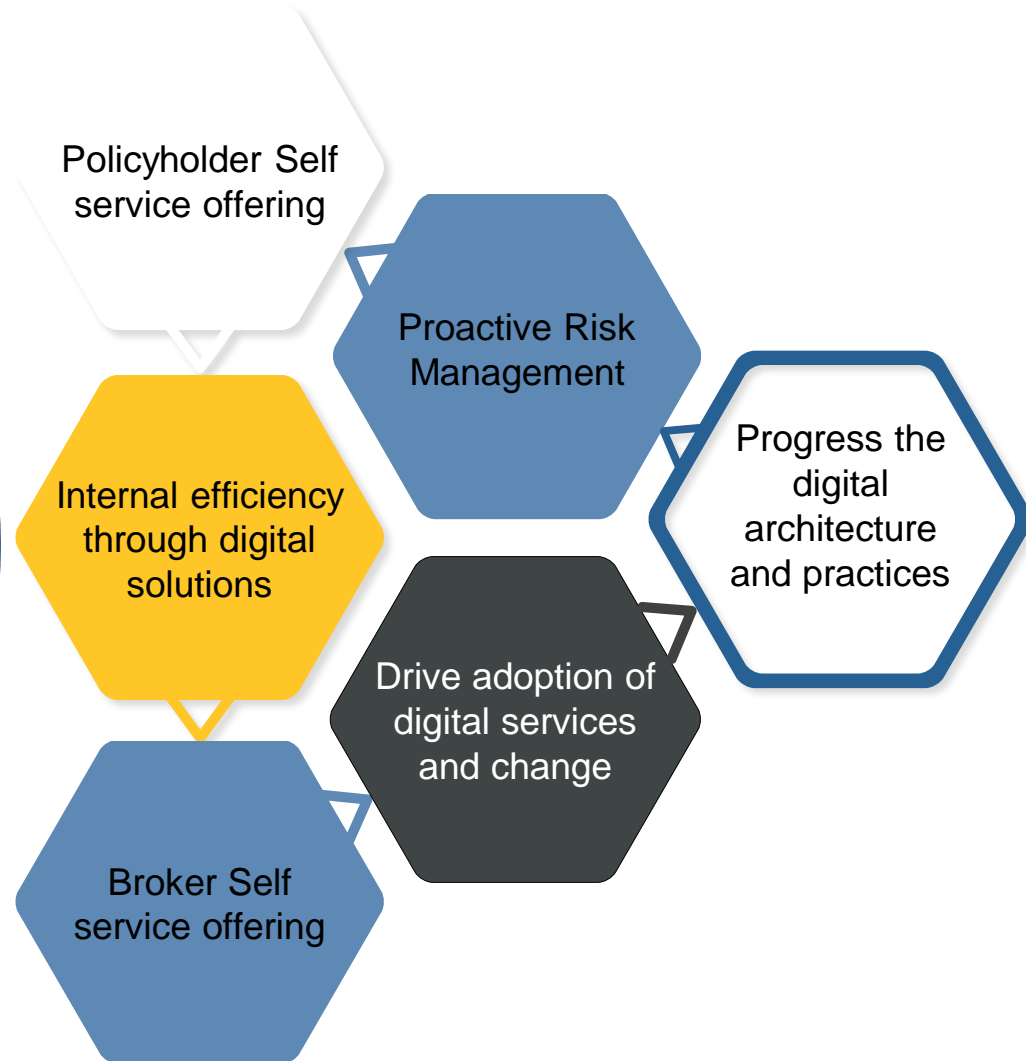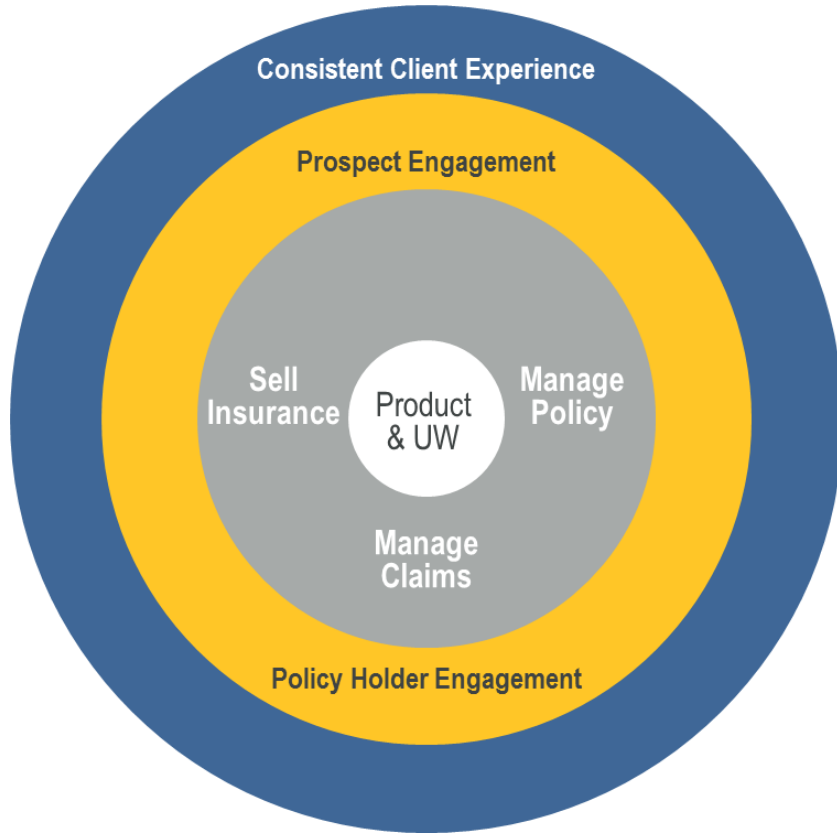# WELCOME

Update on Santam Digital Deliverables for 2017

santam

Digital Focus Areas

Current Digital **Assets**

Santam Broker Portal

Launched in late 2014, with ± 2800 active brokerages using the portal per month. (Mostly used by C&P Business)

Santam Mobile Customer App and Portal

Launched in late 2015 (App) and 2017 (portal), with ± 3000 active users per month.

Agri Mobile Apps

Designed specifically for the Agri Business and Mobile Risk Assessment Apps for Santam Commercial Business.

Santam Website

Re-launched in late 2014 with more than 125000 users per month generating leads for Santam Direct and the core of the Digital Marketing ecosystem

Specialist Business

Each Specialist Business unit has a website. Not all of the business units require substantial digital investment in 2017.

MiWay

The MiWay App and Website play a key role in the Miway client value proposition and driving innovation

Santam Broker Portal

Brokers can now:

- Access portal from all current browsers
- Use the portal on mobile devices
- View policy details
- View payment details
- View, download and send policy documents
- Register a claim
- Track a claim
- Send requests to contact centres for amendments, enquiries and reinstatements and other requests
- Draw reports pertaining to their practices
- Use calculators that they have access to
- Move off old online services

Santam Client portal

Clients can now:

- Access portal from all current browsers
- Use the portal on mobile devices
- View policy details
- View payment details
- View, download and send policy documents
- Register a claim with proactive fraud analytics using SAS Real-time Decision Manager and Actuarial based models
- Track a claim
- Send requests to contact centres for amendments, enquiries and reinstatements
- Initiate call back from Santam if needed

CL Risk Assessment App

Brokers can now

- Obtain CL policy details from the admin system

- Complete a survey for new business, amendments and renewals

- Upload a survey document to the underwriters/contact centres

Underwriters and CCC can now

Access surveys done by broker

Identify policies brokers should assess

Access the survey for claims or renewals
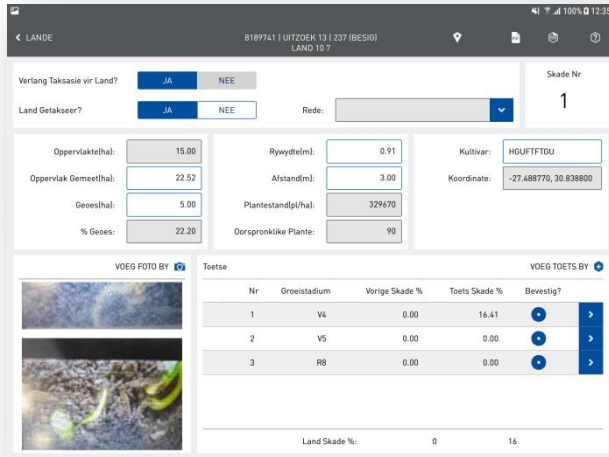
Pre-inspection utility

New feature:

- Call centres send prospects an SMS with link to utility

- Prospects can use utility to take necessary pictures of vehicle

- Pictures uploaded to content manager for underwriting assessment prior to policy being issues
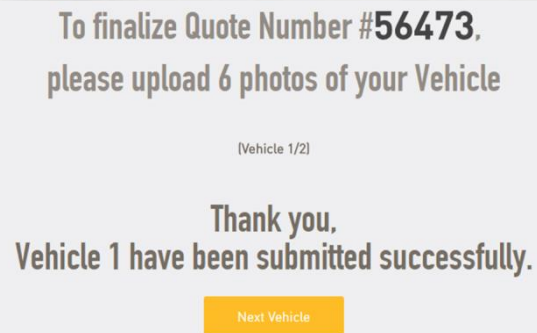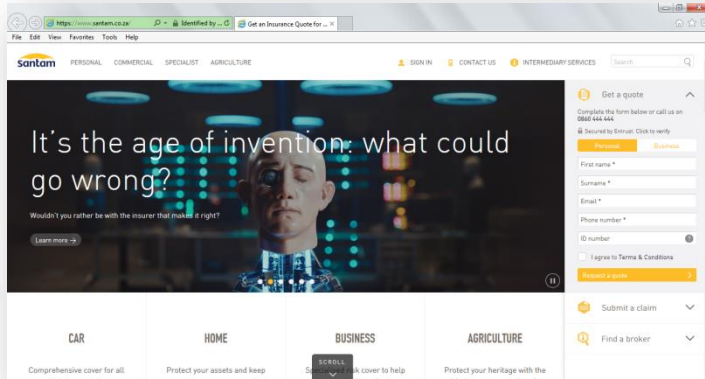
AGRI Apps

Apps for AGRI :

- Multi peril crop insurance assessment as part of the sales process for crop and assessing the yield and emergence
- After a claim, the claim assessment is done via the assessment app as part of a digitized claims process

Website

Website:

- Content marketing driven web design and architecture to allow marketing to drive campaigns and always-on lead generation

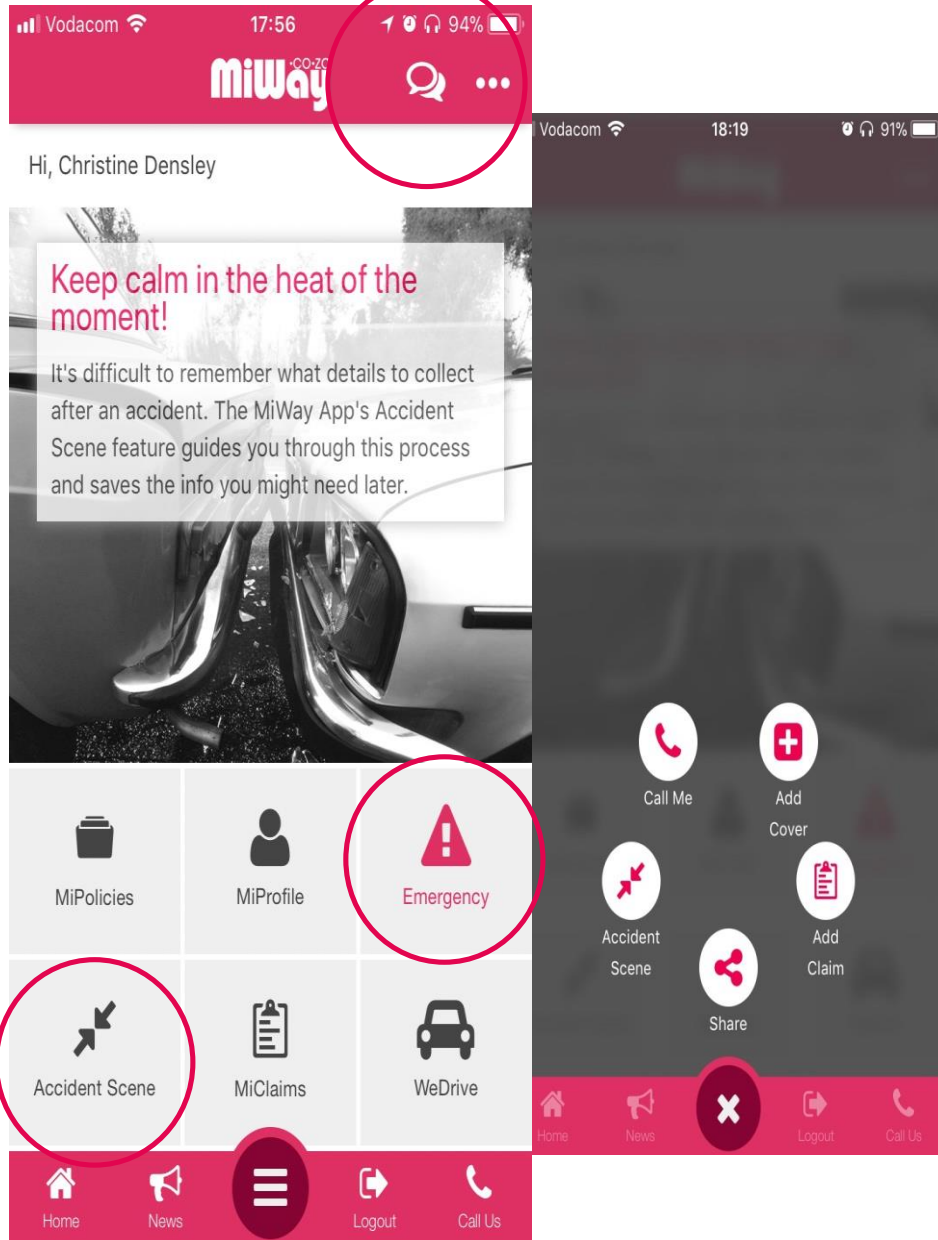- Industry leading Blog with content for clients and intermediaries

- Lead generation capability to request a quote

- Find a broker capability to locate a broker near your location

- Calculators to help prospects assess their needs for key covers like car values, building and content
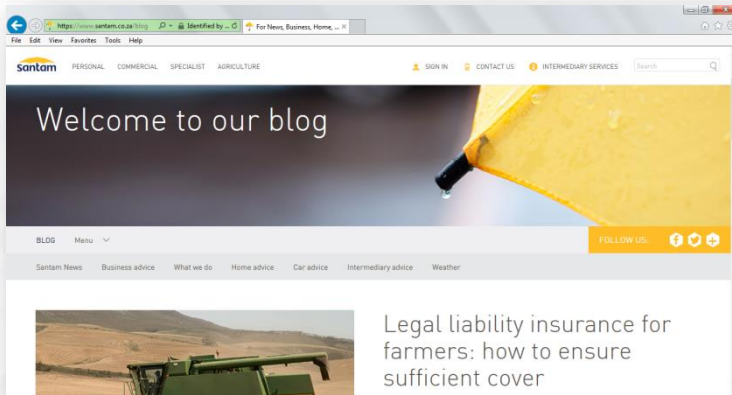
Innovations on the MiWay App

Top features on the MiWay App

- Emergency Assistance with GPS Location

- Accident scene logger for *on-the-scene* information gathering
  - ✓ Accident scenes can be used to submit a claim after the incident
  - ✓ Photos can we added of vehicle damage and of the scene itself
  - ✓ Witness details, 3rd party details and SAPS details can be captured

- Self inspections
  - ✓ Digital signatures and
  - ✓ Photos of vehicle and existing damage
  - ✓ Accessories list for further cover

- Instantly chat to an agent with the chat feature

- Submit and track claims
  - ✓ R1000 back on excess campaign
  - ✓ Full claims capture
  - ✓ Step-by-step claims & repair progress tracking

- Update and add policy information

Innovations on the MiWay Web

Top features on the MiWay Website

- Submit and track claims
  - ✓ Full claims capture
  - ✓ Step-by-step claims & repair progress tracking
  - ✓ Quick hail claims

- Online sales
  - ✓ Buy vehicles, home or buildings insurance completely online

- Full self service
  - ✓ Update policy information
  - ✓ Add, edit or remove cover
  - ✓ Download policy documentation
  - ✓ Refer friends for cash rewards

- Instantly chat to an agent with the chat feature

Innovations in Digital Communications

Digital Communication enhancements

- Email comms
  - ✓ Auto registration
  - ✓ Self Inspection Guide
  - ✓ Quick hail claims

- USSD
  - ✓ Used to gather outstanding or incorrect information on a clients policy
  - ✓ Collections USSD available for clients to advise on new collection date

- SMS comms

- New WhatsApp communication channels being introduced
  - ✓ Pilot to be run in emergency call centre
  - ✓ Rollout to all business units thereafter

- Mobile communication channels available to our clients

QUESTIONS?