

Zurich's approach to microinsurance

2 October 2008
World Microfinance Forum Geneva
Geneva, Switzerland
Brandon Mathews
Microinsurance

Microinsurance helps those that claim and those that do not.



- Insureds that claim mitigate the impact of shock.
- Insureds that claim afford required services, creating a better market for those services.
- Insureds that do not claim no longer anticipate shocks ineffectively and inefficiently.
- With more insureds the community benefits
 - Reduced impact of individual shocks
 - Better services due to an organized market
 - Liquidity of non-claimant insureds.

Microinsurance

Zurich improves tactical skills required to deliver to the low-income market.



- To reach new customers in new ways, three areas are key:
 - Proposition development
 - Distribution interfacing
 - Policy & claims administration
- While required to reach low-income customers, Zurich also hones these skills in other segments/markets.

Zurich partners effectively to reach the segment.



- Broad range of important partners can largely be unfamiliar with insurers.
 - Distribution channels such as MFIs, retailers, utilities, NGOs
 - Service providers to fulfill needs of claimants.
- Other partners are very familiar with insurance in its most usual forms:
 - Regulators and policy makers
 - Brokers and agents
 - Multilateral agencies and donors
 - Industry professionals

Zurich runs microinsurance as a global business to accelerate local learning



- Zurich is serious about corporate responsibility but innovation and profitable growth are at the core of what we do.
- The central team coordinates and/or invests in multiple experiments in key workstreams to gain portable knowledge.
- Local assets in Latin America, Asia, Central Europe, and Africa provide on the ground delivery required for any business.

Thank you

Microinsurance

zurich.com