

Persistency as-a-Service

Improve Customer Retention by measuring persistency and rewarding distributor



Reinventing Insurance Distribution. Transformation Assured.



**09** Countries D

14 Delighted Insurers

**10M+** Policies Processed 50+ Persistency Processed 4M+ Advisors Processed



### **BUSINESS CHALLENGES -**

- Timely and accurate Persistency processing
- Ability to measure persistency for rolling block of business
- Ability to measure persistency at all levels of hierarchy

## BUSINESS DRIVERS

- Improve customer retention by measuring persistency
- Enhance customer service thru Persistency based compensations







CLOUD READY ARCHITECTURE



### **Functional Overview**



Policy Alterations

Premium Due and received

#### Configuration

Rolling or Fixed By API, Case Count, Premium or Sum Assured Exclusion of Premium Types and Products Actions based on policy event such as lapsed, death claims, reduction in Premium/Sum Assured Block of Business Numerator and Denominator

#### Calculations

Rookie or experienced Individual or Group

Channel or Partner

OUTPUT

Persistency ratio with supporting policy details

### **KEY FEATURES** -

- Persistency measurement for Rolling and fixed block of business
- Basis API / APE, Case Count, Premium and Face Amount / Sum Assured
- Flexible block of business
- Separate for Rookie and experienced advisors
- Personal, Group, Geography, Channel and at Company level

# SERVICE BENEFITS

- Ability to measure persistency at all levels for informed decision making
- Incentivise distributors having higher persistency
- Incentivise internal staff servicing Orphan portfolio by measuring persistency
- Drive persistency thru innovative persistency base compensations

### OTHER COMPLEMENTARY SYMBIOSYS SERVICES -

- Commission
  as-a-Service
- Incentive as-a-Service
- Contest as-a-Service
- Balance Score Card as-a-Service
- Performance as-a-Service

- Agent Onboarding as-a-Service
- Hierarchy Management as-a-Service
- Distribution Management as-a-Service
- Distributor Portal as-a-Service

4 Multi-Country Implementations	10 Solutions	30%	300+	400 (+) Years of Team Expe	Core Clients	9 of 30	100+ ©© Implementations	12 + vears	12 () Countries
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