

Six of the largest players in the South African bancassurance market participated representing a majority of the bancassurance market share – online survey conducted in November 2022.



KEY FINDINGS:

1.



Digital apps are table stakes and other **digital processes/tools** are commoditizing

- Digital applications
- Digital claims
- Digital ID verification
- E-signatures
- E-underwriting

2.

Bancassurers plan to focus on **online sales**, and more **bank branch activity** for particular products now that COVID-19 restrictions have eased

50%

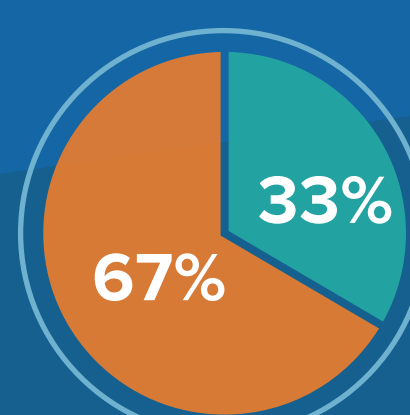


3.

Top ranked options for closing online originated sales

67% of respondents ranked online (end-to-end) sales as the #1 option.

And **33%** ranked outbound telephone sales as the #1 option.



CHALLENGES:

1. Low straight through processing (STP) rates
2. Low application start rates, and
3. Low application completion rates

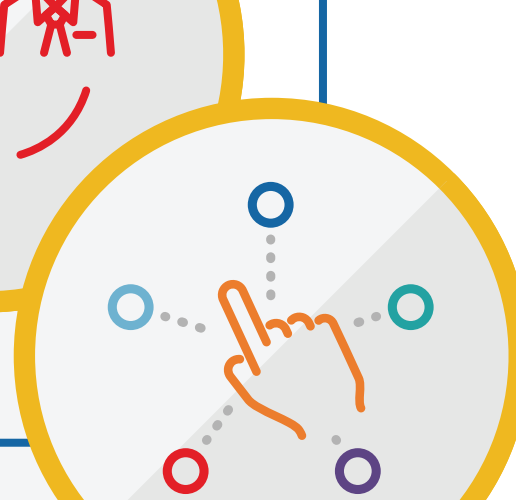
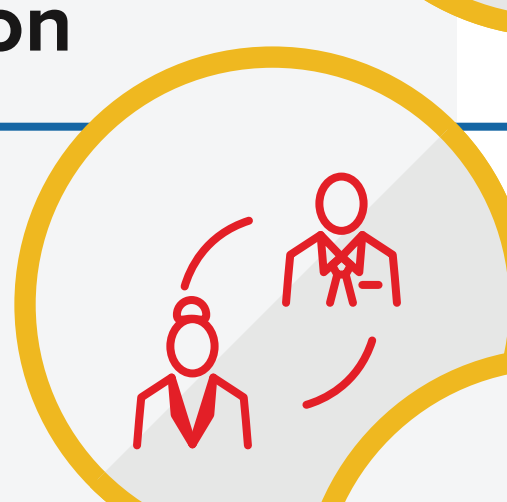


4.

Increasing investment in **distribution channels** and **partnerships**...

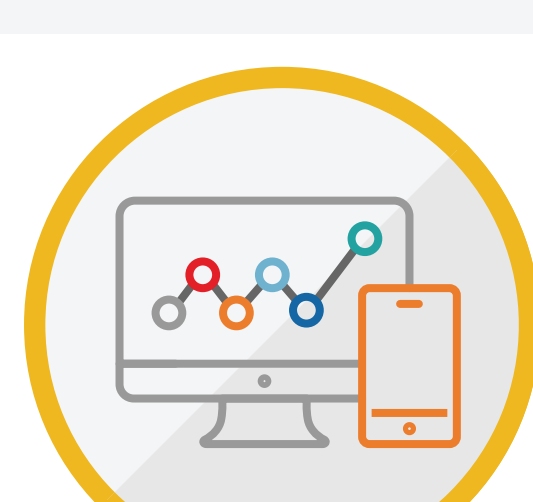
- Outbound sales channels
- Retail partners
- Fintech and insurtech partnerships

...**diversify offerings** and cater to a larger **retail base**



5.

50% of respondents want to capture other insurers' **existing customers** as a growth target



OTHER CUSTOMER GROWTH SEGMENTS

- Low income
- Middle market
- HNW
- Corporate / SME
- Millennials



6.

5/6 respondents reported increased **online sales** with the following **key products** driving changes:

- Funeral cover
- Life cover
- Credit/mortgage cover
- Living benefits



7.

PENETRATION RATES

19%

AVERAGE (5 respondents) of the bank customer population also owns a **life or health product**

Range of responses 10% to 30%



8.

Future **product development** efforts are around **simplified issue products** with **limited underwriting**
5/6 are using external data sources