

Insurance Wise. Be Wise.

# InsurWise

## DIGITAL INSURANCE

The Future is Now

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Omnichannel Insurance:  
Meeting Customers  
Where They Are

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LIFE



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CONTRACTOR'S  
PLANT & MACHINERY



MANY  
MORE

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We have over 30+ insurance partners on our back. Rest assured, you won't be short of choices.



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# Editor-in-Chief

## "InsurWise" Magazine



**When you have insurance you know that you are secured against any unforeseen events in life, and this gives you complete peace of mind.**

## Dr. Kavindra K. Singh

CTO, SMC Insurance Brokers Pvt. Ltd.

Greetings, esteemed readers, I am thrilled to introduce to you the inaugural edition of "Insure Wise," a monthly magazine curated to be your ultimate guide through the dynamic landscape of the insurance industry. As the Editor-in-Chief, it's my privilege to welcome you to a platform that will unravel the latest buzz, unveil innovative products, and provide insightful perspectives on the ever-evolving world of insurance.

In each edition of "Insure Wise," we embark on a journey to empower you with knowledge. Our pages are dedicated to translating the complexities of insurance into understandable insights, enabling you to make informed decisions.

We navigate through trends, market shifts, and regulatory updates, ensuring you stay ahead in an industry that touches every aspect of our lives.

Beyond being a source of information, "Insure Wise" is a space for voices to be heard. We are committed to sharing the experiences of our valued customers.

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**Rohit Tiwari**

# Excerpts on Motor Insurance By One of The Industry Leaders:

## Pravin K. Agarwal



Choosing the right car insurance can be challenging. Opting for the lowest premiums may seem tempting, but it's crucial to understand that the cheapest option may not be the wisest. When selecting car insurance, carefully evaluate plans based on key criteria. While lower premium plans may appear attractive, they may fall short when filing a claim, leading to financial difficulties. Comprehensive coverage is essential as car insurance serves as a safeguard against unforeseen circumstances. Consider your specific needs, including liability coverage, comprehensive and collision coverage, deductible amounts, driving history, and vehicle value,

assess the insurer's reputation for customer service and claim settlement efficiency. Remember, the true value of insurance becomes evident when you rely on it.

Follow these guidelines to ensure your chosen car insurance aligns with your requirements, offering necessary protection when needed.

In the complex car insurance landscape, the peace of mind from comprehensive coverage and a reputable insurer outweighs slightly higher premiums. Prioritize long-term benefits and security over initial costs for both you and your vehicle.

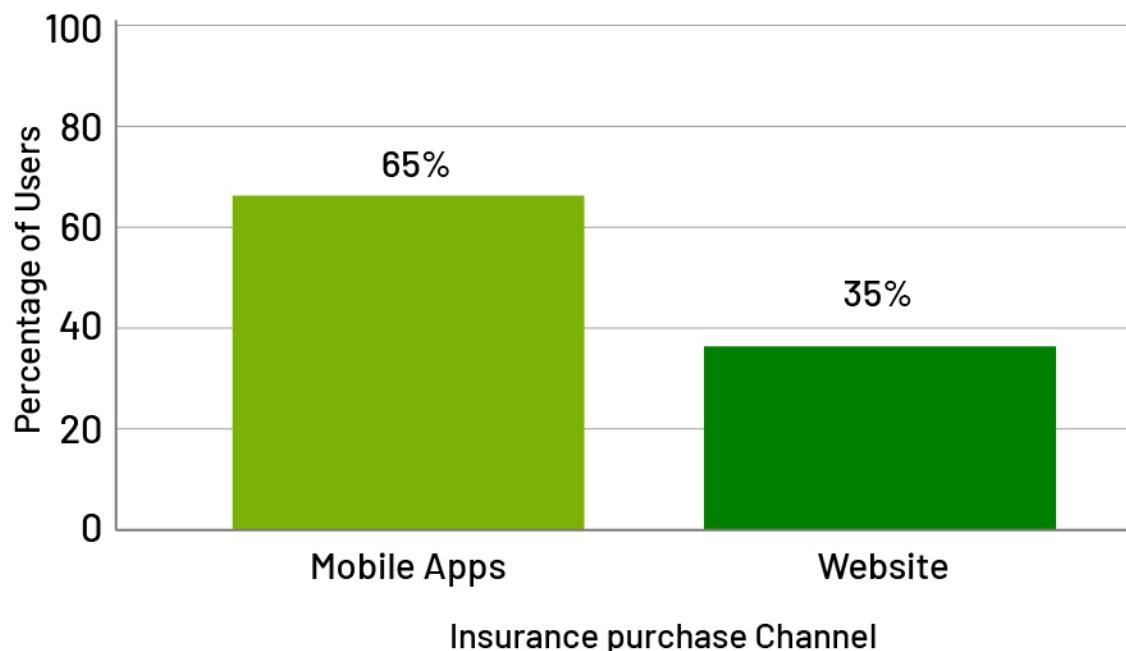
**Pravin K Agarwal**  
Director SMC Insurance Brokers Pvt. Ltd.

# Seamless and Instant: The Role of Mobile Apps in Driving Insurance Sales

The insurance industry has undergone a significant transformation with the rise of mobile applications. Consumers today demand convenience, speed, and transparency, all of which mobile apps provide, making policy purchases easier than ever.

Mobile apps are now a key driver of insurance sales, offering customers a convenient, user-friendly way to explore, compare, and buy policies in just a few clicks.

## Comparison of Insurance Via Mobile app & Website in India

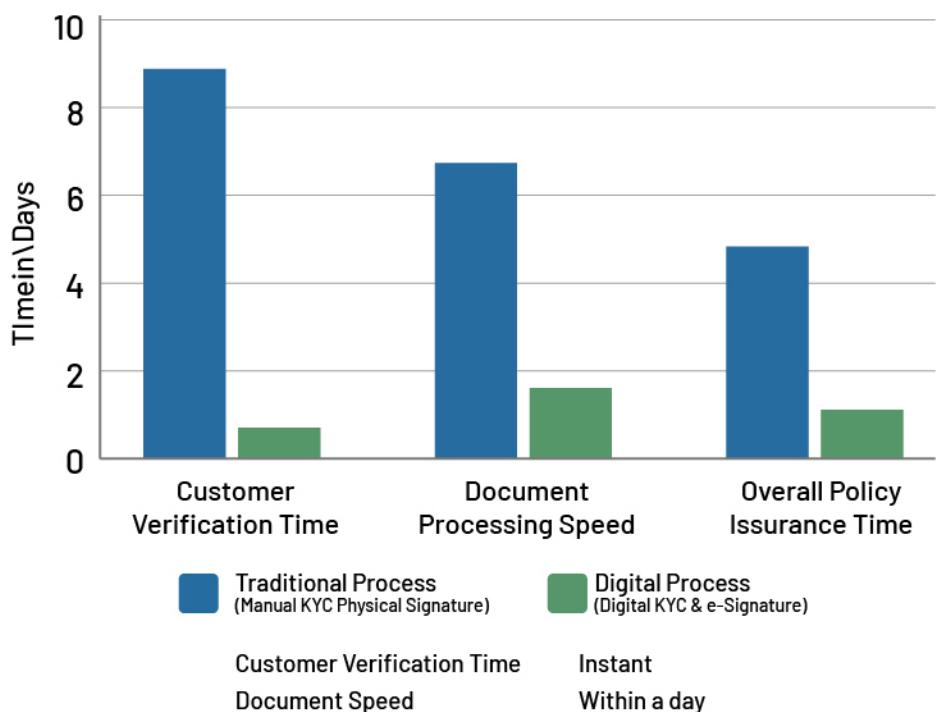


With features like AI-powered chatbots, instant premium calculators, and paperless documentation, mobile apps eliminate traditional barriers such as lengthy paperwork and time-consuming verification processes. Customers can now receive personalized policy recommendations, get real-time quotes, and complete transactions instantly—enhancing user experience and increasing conversions. Additionally, insurers leverage push notifications and in-app reminders to keep customers engaged, offering renewal alerts and exclusive discounts that drive repeat purchases. It also helps insurers retain customers by ensuring timely renewals. Digital claims processing through mobile apps also boosts customer confidence, making insurance more accessible and trustworthy.

# How Digital KYC and e-Signatures Speed Up Insurance Policy Issuance

The traditional process of buying an insurance policy often involved extensive paperwork, physical verification, and long waiting time. However, with the arrival of **Digital KYC (Know Your Customer) and e-signatures**, the process has become faster, more efficient, and hassle-free.

## Impact of Digital KYC & e-Signatures on Policy Issuance Speed



**Digital KYC** allows insurers to verify customer identity online through AI-driven document authentication, facial recognition, and Aadhaar-based verification. This eliminates the need for in-person verification, reducing processing time from days to minutes. Customers can upload documents through mobile apps or insurer portals, making the onboarding process seamless. Similarly, **e-signatures** enable policyholders to sign documents electronically, eliminating the need for physical paperwork and courier services. This ensures quicker policy approval while maintaining legal validity and security. Advanced encryption techniques protect sensitive data, making digital signatures both safe and reliable. By integrating these digital innovations, insurers can offer a smooth, paperless, and secure experience, leading to **faster policy issuance, improved customer satisfaction, and higher conversion rates**. The future of insurance is digital—simplifying processes for both providers and policyholders.

# The Future of Insurance: What's Next in the Digital Revolution?

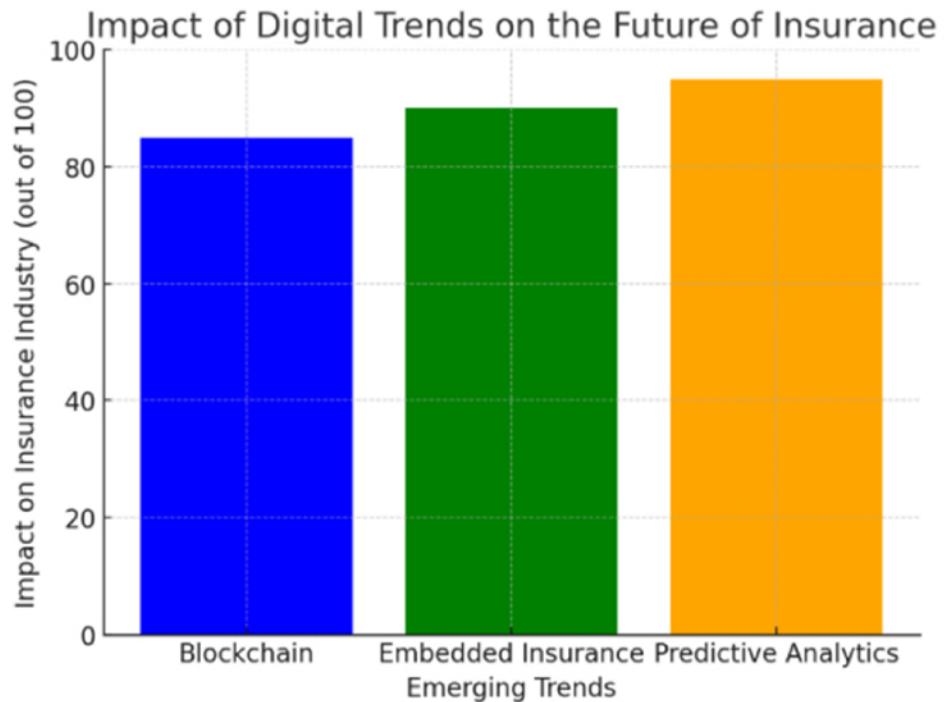
The insurance industry is undergoing a massive transformation, driven by cutting-edge digital innovations. Emerging technologies like blockchain, embedded insurance, and predictive analytics are shaping the future of insurance, making it more efficient, secure, and customer-centric.

Blockchain enhances transparency and security in policy issuance and claims processing. Smart contracts reduce fraud and speed up settlements, increasing customer trust. Embedded insurance, seamlessly integrated into products and services, allows customers to purchase coverage effortlessly at the point of sale—whether booking a flight or buying a smartphone.

Meanwhile, predictive analytics harnesses big data and AI to assess risks more accurately, personalize policies, and reduce claim costs. Insurers can proactively offer tailored coverage, boosting customer satisfaction and engagement.

As these technologies advance, the future of insurance will be faster, smarter, and more accessible. Companies that embrace digital transformation will lead the industry, ensuring a seamless, data-driven, and customer-first experience.

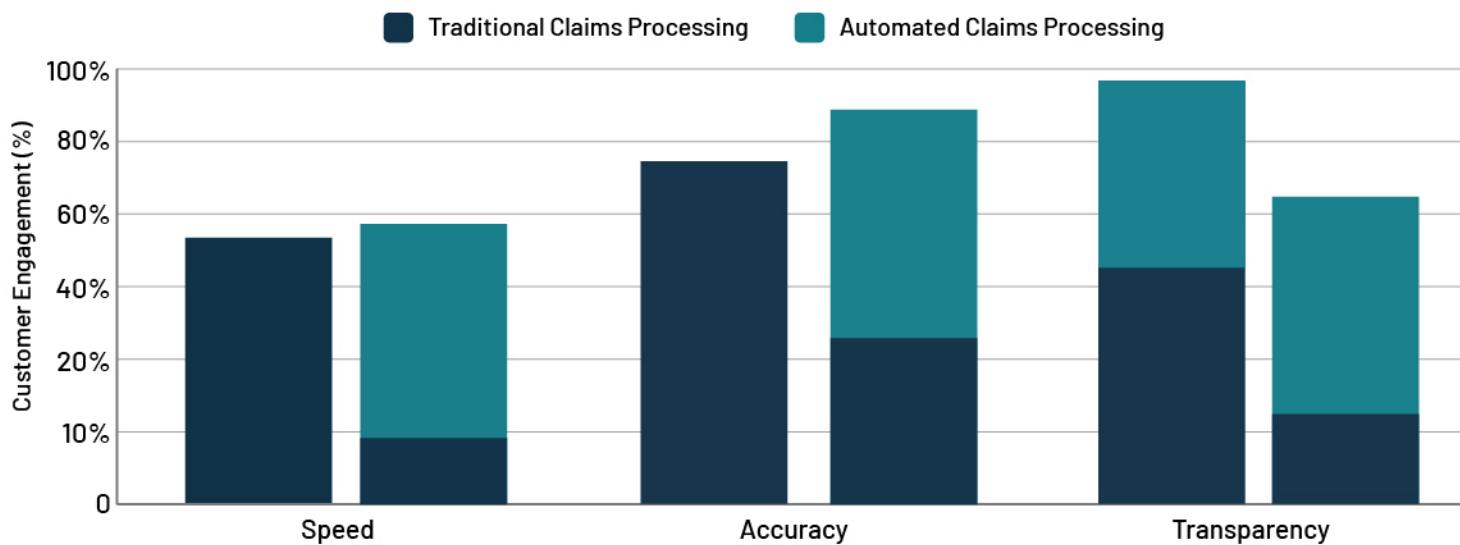
**Here's the bar chart showing the impact of blockchain, embedded insurance, and predictive analytics on the future of insurance.**



# Instant Claims, Instant Trust: How Automation Is Boosting Customer Confidence

The claims process has traditionally been a major pain point for policyholders, but automation is changing the game. Digital claims processing, powered by AI, machine learning, and robotic process automation (RPA), is making insurance claims faster, more accurate, and hassle-free—enhancing customer trust and retention. Automated systems reduce processing time by verifying claims, detecting fraud, and approving payments within minutes instead of weeks. AI-driven chatbots guide customers through the claims process, providing 24/7 assistance. Blockchain-based smart contracts further ensure transparency, reducing disputes and delays.

## Instant Claims, Instant Trust: How Automation Is Boosting Customer Confidence



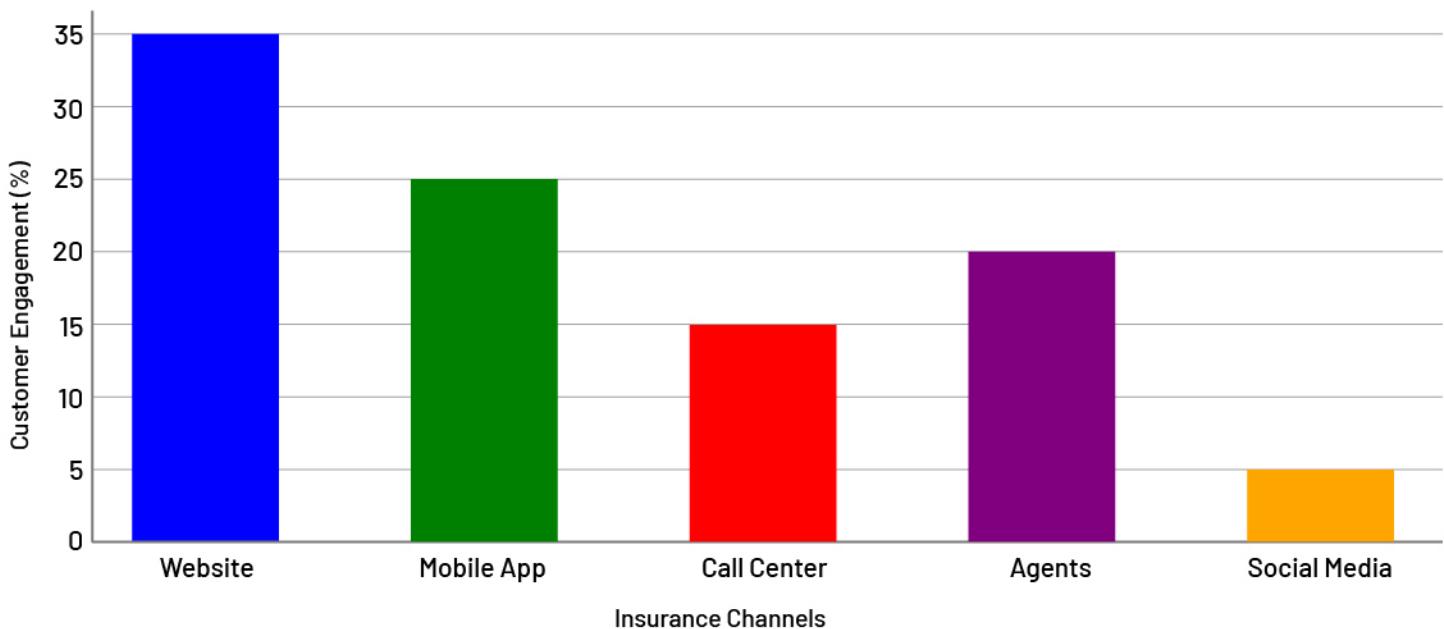
A 2023 report by McKinsey states that insurers using AI-driven claims automation have seen a 30-50% reduction in processing time and a 20-30% improvement in customer satisfaction. Another study by Deloitte found that 79% of policyholders are more likely to renew policies with insurers offering instant digital claims. With automation, insurers build trust, improve efficiency, and retain customers in an increasingly digital world. The future of claims processing is instant—and customers expect nothing less.

# Omnichannel Insurance:

## Meeting Customers Where They Are

The modern insurance landscape is evolving rapidly, with omnichannel strategies transforming how insurers engage with customers. By leveraging mobile apps, social media, and digital platforms, insurance providers can enhance accessibility, improve user experience, and ultimately boost policy sales. A recent study by McKinsey reports that over 60% of insurance buyers now start their journey online, researching policies on digital platforms before making a purchase. Mobile apps offer instant quotes, seamless policy management, and AI-powered chatbots for real-time assistance. Social media platforms like Facebook and Instagram are becoming key channels for marketing and customer engagement, driving conversions through targeted ads and interactive campaigns.

### Omnichannel Insurance: Meeting Customers Where They Are



Additionally, integrating online and offline touchpoints—such as allowing users to start applications on mobile and complete them with an agent—ensures a smooth customer journey. According to a PwC survey, omnichannel insurers see up to a 20% increase in customer retention. By meeting customers where they are and offering a frictionless experience, insurers can enhance trust, increase conversions, and drive sustainable growth in the digital era.

Meet the achievers of the month from the SMC family, who have stood out for their outstanding work



## Aditya Pratap Singh

Software Developer,  
SMC Insurance Brokers Pvt. Ltd.

I am truly honored to be considered for the Employee of the Month award at SMC Insurance. This recognition motivates me to continue giving my best as a Software Developer, ensuring efficient solutions and contributing to our collective success. I am deeply grateful for the achievements and milestones we've accomplished as a team—it's a testament to our hard work and synergy. A heartfelt thank you to my incredible colleagues for their unwavering support and collaboration; your encouragement inspires me to strive for excellence every day. Together, we're building something remarkable!

### Internal appreciation

We are proud to recognize Aditya as our Employee of the Month at SMC Insurance. His dedication and hard work have been outstanding, consistently going above and beyond. This well-deserved recognition reflects his invaluable contributions. Congratulations, Aditya—keep up the great work!



Star of  
**SMC**

# Celebrating Women's Strength and the Joy of Holi at SMC Insurance

At SMC Insurance, we celebrate the resilience of women who balance their professional and personal lives with grace. A heartfelt Women's Day celebration across branches included a cake-cutting ceremony, chocolates, and warm wishes, honoring their strength and achievements. Adding to the festive spirit, our Colors & Compassion initiative supported differently-abled artisans from POWHER Charitable Trust, with employees purchasing 100% organic, handcrafted Holi colors. A special Holi stall brought excitement as employees embraced eco-friendly festivities while contributing to a noble cause.



The Holi celebrations continued with teams across branches enjoying refreshments, music, and laughter, making the festival a truly joyful and memorable experience.

# Meet Our Newest Team Member

## We're pleased to welcome to our SMC family!



**Deepak  
Vishwakarma**  
Relationship manager

### Expectations

I joined the company with the hope of working in a positive environment where I could learn and grow. I was eager to explore new ways of working and enhance my skills.

### When I Joined

So far, My experience has been great! The work environment is welcoming, and my colleagues are always ready to help. I have been learning a lot of new things here, which is exciting. The way of working here is different from my previous company, and I'm enjoying adapting to these new processes. Looking forward to more learning opportunities ahead!

### Expectations

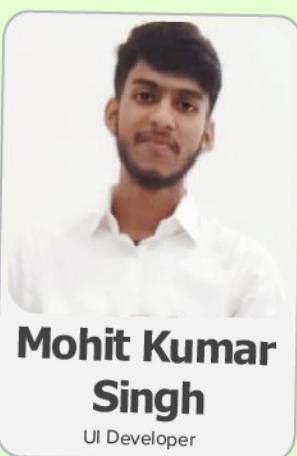
Coming from an insurance background, I was looking for an opportunity in a company within the same domain. My goal was to grow and gain deeper insights into insurance and mutual funds.

### When I Joined

The experience so far has been amazing! The work environment is excellent, and my colleagues are very supportive. Whenever I have a question, I receive quick and helpful responses. I truly appreciate the cooperative nature of the team and look forward to learning and growing here.



**Kairvy Rana**  
Business Development Manager



**Mohit Kumar  
Singh**  
UI Developer

### Expectations

Coming from an insurance background, I was looking for an opportunity in a company within the same domain. My goal was to grow and gain deeper insights into insurance and mutual funds.

### When I Joined

The experience so far has been amazing! The work environment is very good, and my colleagues are very supportive. Whenever I have a question, I receive quick and helpful responses. I truly appreciate the cooperative nature of the team and growing here.

# Grateful Acknowledgment for Your Outstanding Service

## A Hassle-Free Experience with SMC Insurance!

I recently purchased a scooty insurance policy from SMC Insurance, and I couldn't be happier with the experience. The process was quick, smooth, and hassle-free. The team guided me through the options, helping me choose the right coverage at a great price. Their professionalism and transparency gave me complete confidence in my decision. A big thanks to SMC for making everything so easy!

**Amit Kapoor**



I recently got my car insured through SMC Insurance, and the experience was seamless. The entire process was quick, straightforward, and stress-free. The team patiently explained all the options, helping me choose the best coverage at a great price. Their transparency and support made the whole process effortless. A big shoutout to SMC for such a smooth experience!

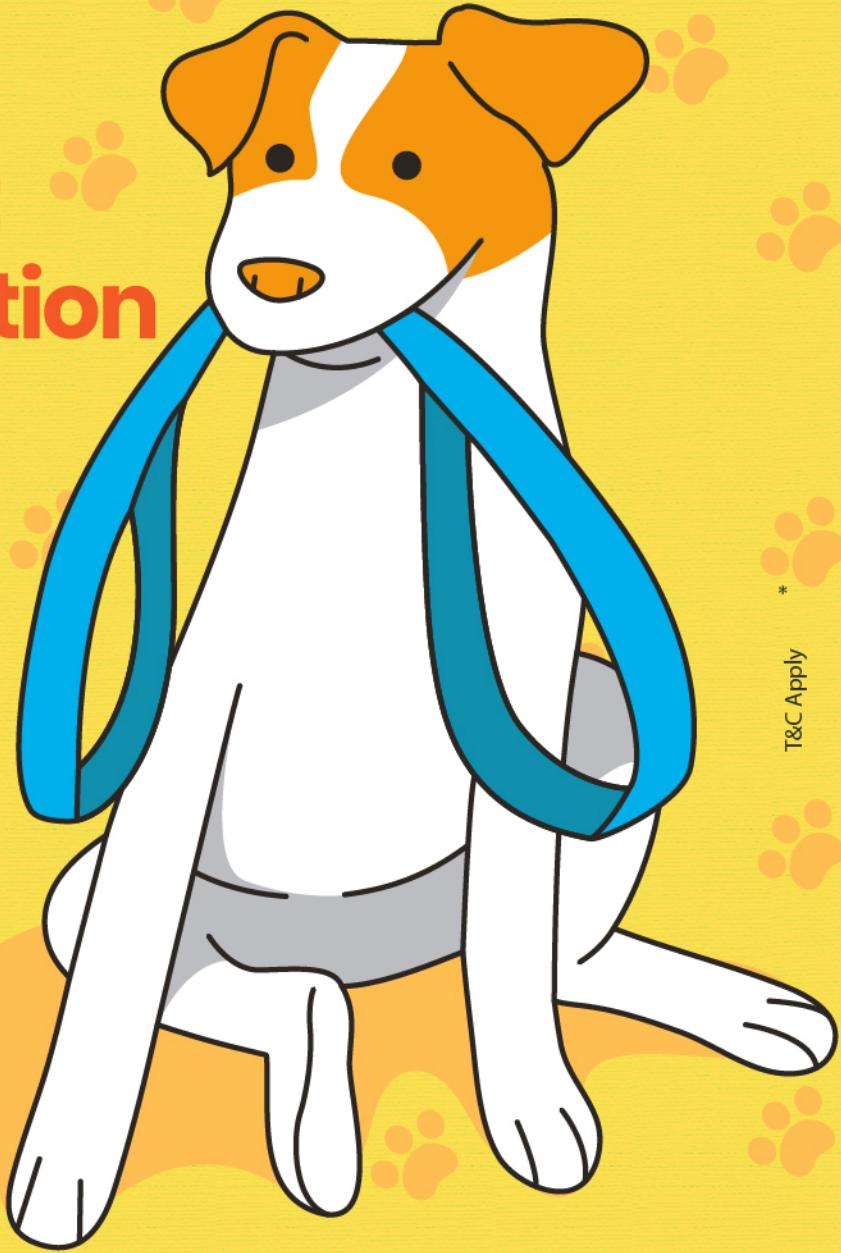
**Pradeep Kumar**

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## Coverages

### 1 Surgery and Hospitalisation Cover

It includes road ambulance charges and restoration of the sum insured

### 2 OPD Cover

Up to 20% of the sum insured of "Surgery and Hospitalisation Cover" section subject to maximum amount of ₹10,000

## Optional Covers

### 1 Terminal Illness Cover

### 2 Long-Term Care Cover

### 3 Veterinary on Call (Home Visits)

### 4 Third Party Liability Cover

### 5 Lost and Stolen Cover

### 6 Funeral Cost Cover

### 7 Emergency Pet Minding Cover

The above covers will not be available midterm and have to be opted for, at the inception/renewal of the Policy.



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