



SESSION VI

# CREATING ROBUST BANCA TAKAFUL SOLUTIONS

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*Global Leader In Takaful Expertise*

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## **CUSTOMER NEEDS**

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## **CUSTOMER ENGAGEMENT / DELIVERY**

- ☐ **KEY ELEMENTS FOR BUILDING POSITIVE CUSTOMER AWARENESS**
- ☐ **DIRECT SALES FORCE**
- ☐ **SALES FORCE CERTIFICATION**
- ☐ **DIGITAL APPLICATIONS: UNLOCKING DISTRIBUTION POTENTIAL**

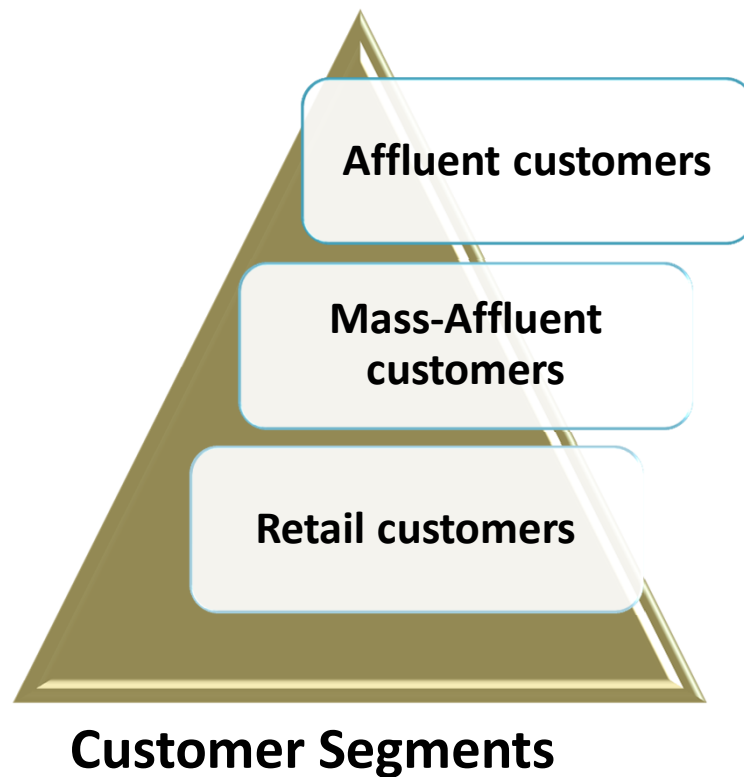
**3**

## **SERVICE EXCELLENCE**

- ☐ **CONSISTENT SERVICE ACROSS DISTRIBUTION CHANNELS**
- ☐ **QUALITY ASSURANCE ELEVATES CUSTOMER SATISFACTION**

Customers want products that offer solutions to their evolving financial needs

Different customer segments have different savings & protection needs



Interest in Protection Products

Lower

Higher

Investment Risk Appetite

Higher

Lower

Investable Income

Higher

Lower

Digital Applications provide vital insight into the lifestyle needs of different customers segments

## Customer satisfaction is of paramount importance

Consistent, excellent customer service is the difference between success and failure

Essential to understand:

- How to engage with customers
- What drives customer behaviour

Keep the product simple and flexible

- Easy to buy
- Build trust by providing reliable product and service experience

Engagement with customers is key to customer retention

**Mobile direct sales force is becoming increasingly important to grow and service a customer orientated banca business franchise**

**Deploying digital technology facilitates consistency across distribution channels**

**Tablets facilitate transactions when & where it is convenient for the customer**



**Provide consistent, excellent service**

**Provide continuity of service through all distribution channels**

**Direct Sales Forces**

**In-branch Bank sales**

**Employers / Corporate**

**Certification of the Banca Sales Force is about elevating the level of customer service on offer**

**Certification improves sales agents skills & provides the Banca distribution channel with several areas**

### **1. Improve Sales Agents skills in:**

Customer Service

Product Knowledge

Application of Selling techniques

Conflict handling

### **2. Benefits of well informed Banca Sales Agents:**

Distinguish channel from competitors

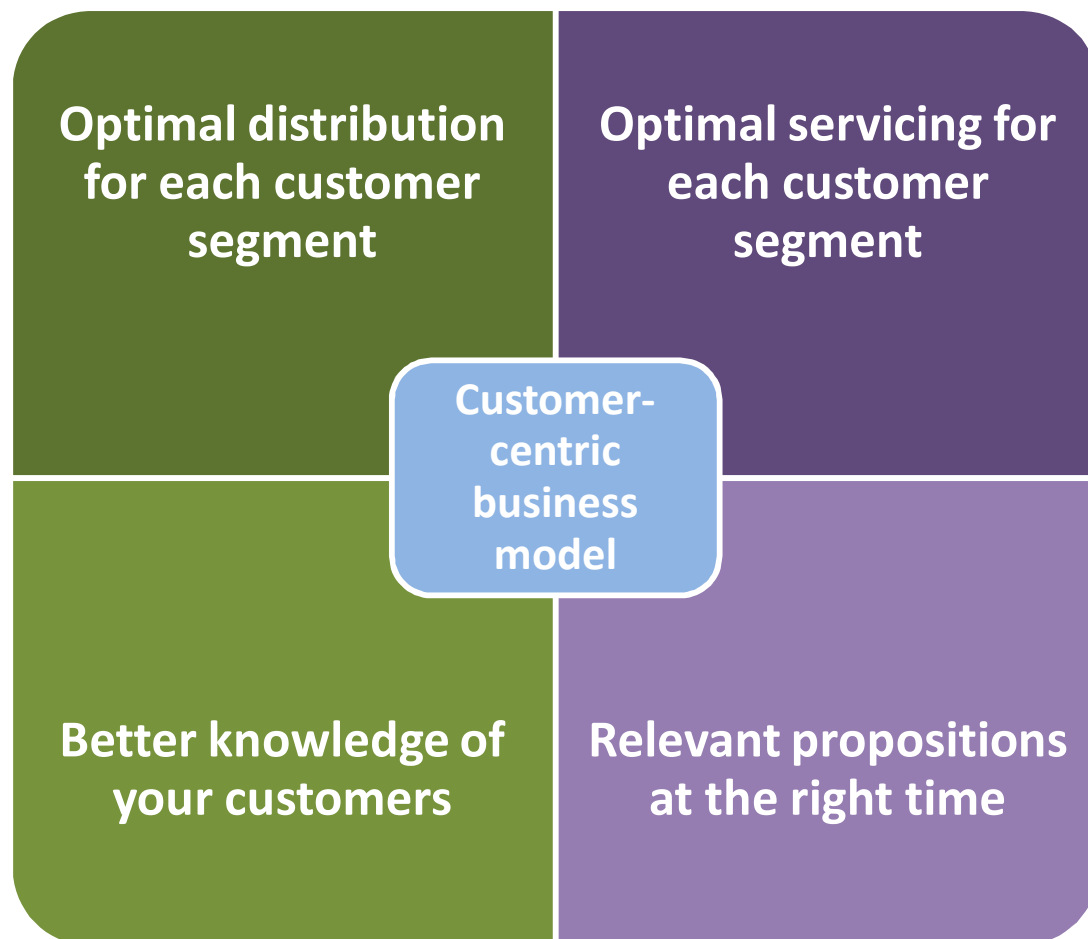
Improve image among customers

Retain existing customers

Attract new customers

**Tablet technology enhances productivity and operational process; optimising the customer experience as well as product revenues**

What does it mean to be digital?



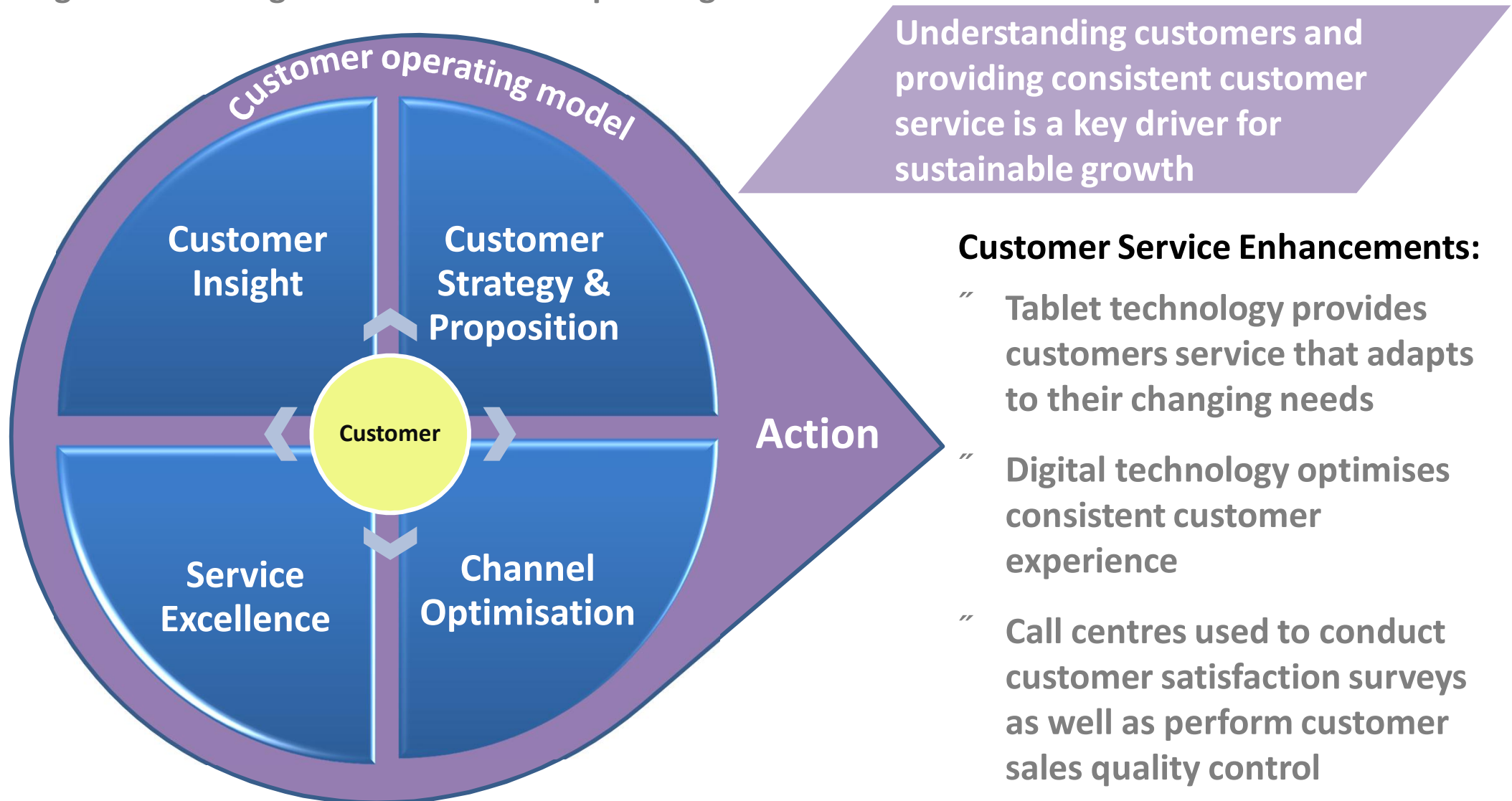
Digitization is not just about distribution through electronic channels; it has the potential to transform operational processes, as well as the way we interact with customers

Key considerations include:

- “ Understanding how customers want to interact digitally
- “ Leveraging new technology, consumer behaviour and buying trends
- “ Ensuring captured customer information is analyzed in a way to drive value
- “ Customer convenience

## Deployment of Tablet technology enhances the customer journey, delivering service excellence

Digital interacting with the customer operating model



Quality Assurance is about ensuring the quality of business sold, optimising customer satisfaction, leading to lower lapsation

Quality Assurance is an after-sales activity that contributes to service excellence

## Increase Customer Satisfaction

**Improve Quality of Business**

**Reduce mis-selling**

### Key Service Enhancements:

- “ Call back procedures ensure that customers understand the product they have purchased
- “ Enhances the sales process by collecting customer feedback
- “ Increase efficiency by reducing mis-selling and thereby reducing future contract lapsation

*Thank you...*



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