



International Takaful Summit
February 24, 2016 - London

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Is Perception Reality?

Trust
Deficit

Are we
Shariah
compliant?

Over
Complicated

Do I really
need it?

ROI?

Insurance/
Takaful

Expensive

Lack of
Understanding

High
Pressure
Selling

Un-Ethical?

Always
Looking for
More
Money



Customer Engagement.. *What is?*

Customer Engagement aims at long-term engagement, encouraging customer loyalty and advocacy

leading to...

Customer contributions, stickiness and enhanced competitive advantage



Necessary elements

1. Enhanced intelligent & meaningful interaction
2. Customer care/experience centers
3. Targeted social media campaigns
4. Wellness programs
5. Customer self service tools
6. Loyalty/reward programs

leading to...





Can we change reality?

Trusted
Advisor

Transparent

Know what I
am buying

Insurance /
Takaful

Empathy

Care

Understand the
Value

Investment

Future

Savings



How do we achieve this?

- Requires a certain tweak in philosophy
- Long term mindset
 - Focus on retention
- Investment in training (agency/call center)
- Establishment of customer advocacy unit
- Technology tools and support

"99% of any great idea is execution"



CENTEGY Technologies

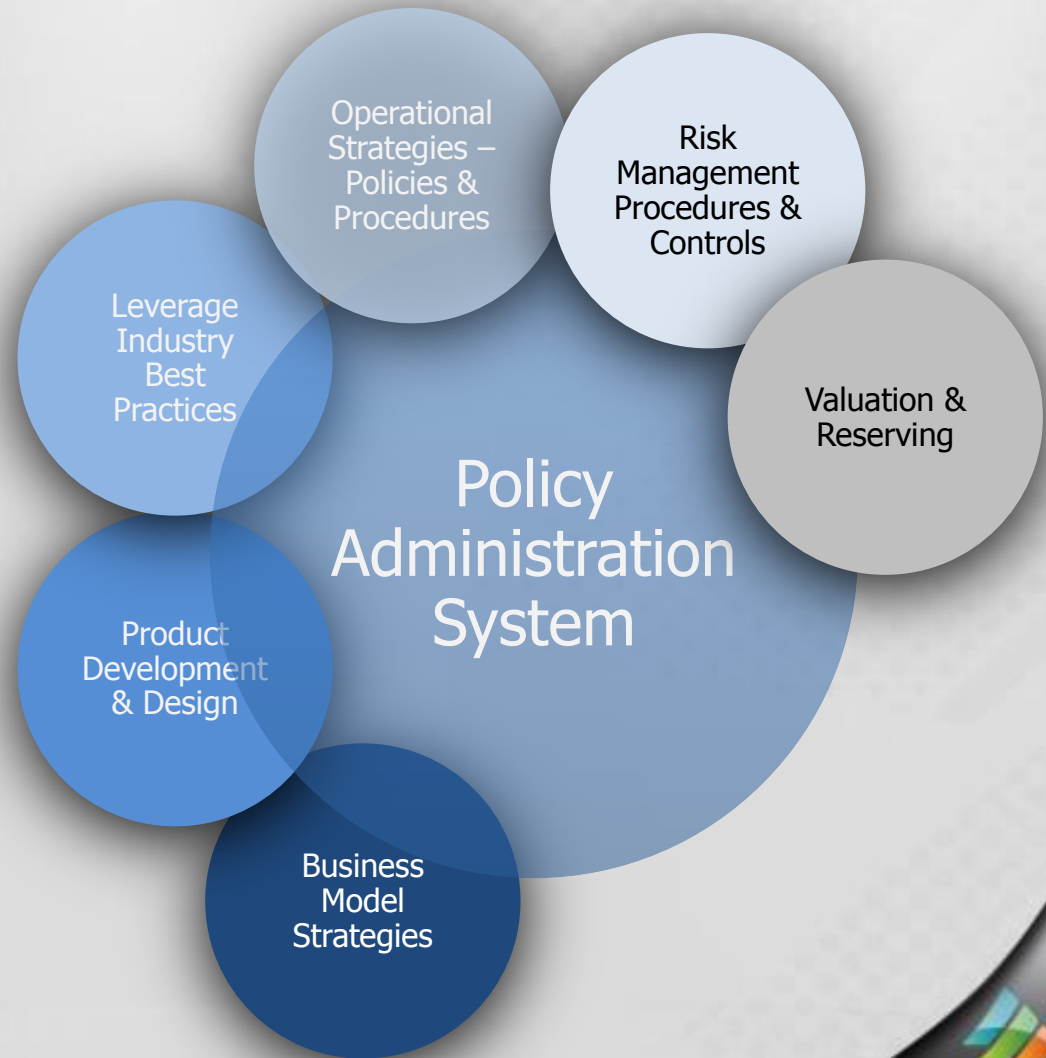
- Established in 1986; formerly known as Sidat Hyder Morshed Technologies
- Rebranded to Centegy Technologies in December 2011
 - Headquartered in UAE
- Leading provider of global solutions for Insurance, Retail, and Banking industry verticals
- Specific pedigree in Insurance & Takaful industry
 - *Consulting & Software services*
 - *13 implementations across 6 countries (KSA, UAE, Lebanon..)*
 - *Excellent relationship with All Clients*



VALUE proposition for Takaful Companies

Centegy can
offer Takaful
companies a
comprehensive
service offering
through a single
window operation...

an unparalleled
mix of **technology**
and **actuarial**
expertise
*supported by a best
in class system*



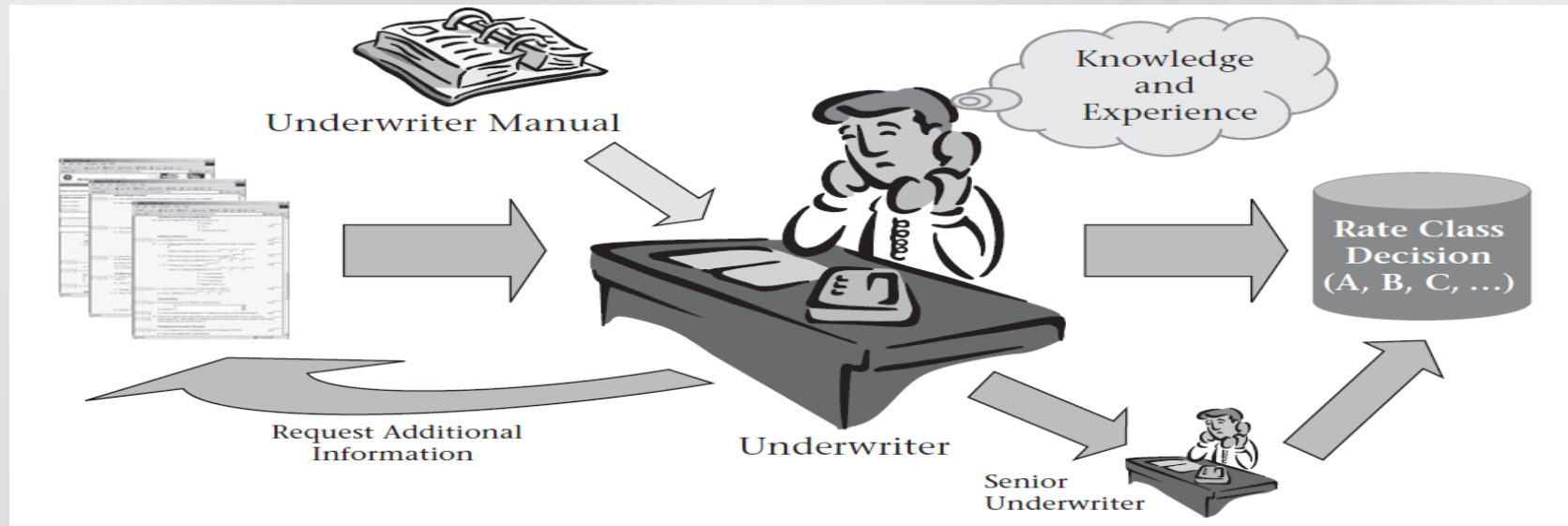
WE understand Takaful

We have regularly provided consulting services to industry clients across:

- Product design and pricing
- Business plan and organization design
- Formulation of operational strategies, policies & procedures
- Establishing risk management and control procedures
- Definition of system requirements
- System implementations
- Post Go Live operational support



Innovation – Intelligent Auto Underwriting



- Centegy's Automated underwriting module has been developed to reduce manpower, time and/or data necessary to underwrite a life insurance application, while maintaining quality of underwriting decisions.
- Intelligent Auto-Underwriting Module enables insurance company to automatically load/charge sub-standard proposals (based on rules and thresholds defined to achieve a higher proportion of sales from bank/branch.
- A significant percentage of what we normally classified as sub-standard cases to be auto-underwritten and issued as new business without referring to the Underwriter/Reinsurer.



Benefits of Automated Underwriting

- Better Tracking and Improved Workflow
- More Effective Use of Underwriting Resources
- Increased Consistent Decisions
- Refined Product Development
- Reduced Paper Process
- Better Mortality Results – The Promise of Data Analysis

“Centegy has also signed a MOU with Munich Re, where Munich Re supports and has verified the Intelligent Auto Underwriting system of Centegy and approved it for its customers. Munich Re is also providing its auto underwriting guidelines which can be easily incorporated in Centegy’s Intelligent Auto Underwriting system”.



RELEVANT reference

'The way we see it, Centegy is not just an IT Solutions provider. They are a business partner with multi-disciplinary teams and a wide skill set which can be of significant value addition in the implementation of the core administration system. The depth of specialized insurance knowledge at Centegy is certainly a unique feature that is hard to find in other solution providers'

Syed Raza Haider
Chief Actuary & Chief Risk Officer
Alinma Tokio Marine



LIFE system clients

NOOR ^{نور للتكافل} TAKAFUL

الإنماء طوكيو مارين
Alinma Tokio Marine

MetLife Alico

 FIDELITY

 **orient**
orient insurance pjsc

 **AL MASHREK**
insurance & reinsurance SAL

 **NGI**

 ^{اللائنس للتأمين}
ALLIANCE
INSURANCE

 **efu**
عافيت كاشان
LIFE

 **STATE LIFE**
INSURANCE CORPORATION OF PAKISTAN

LIA insurance
Lebanon



THANK YOU

