

BEYOND CLAIMS:

How Digital Tools Are Creating Continuous Customer Engagement

Years ago, making an insurance claim often required canceling your plans for the entire day. Policyholders had to make the trip down to their insurer's office, carrying physical copies of essential documents, to submit a single claim. Days pass before their claim submission is acknowledged, followed by weeks or months of waiting before the process is complete.

Insurance policies used to be handwritten, with records stored in physical files, and communication with customers was almost entirely done in person or through postal mail. This made many people view insurance as complex and reserved only for large organizations or the wealthy.

Many individual Nigerians who went ahead with this daunting process did so to fulfill their desire for protection. They wanted to know that when life throws them a curveball, their insurance benefits would certainly be available to cushion the impact.

Accessibility was not the only issue with insurance in Nigeria. There was also a huge knowledge gap about it. Without digital tools to explain, compare, and personalize products, many Nigerians could not understand how insurance fits into their everyday lives.



However, the rise of digital technology has changed this narrative. The emergence of mobile phones, fintech, and insurtech companies has created a new reality for insurance in Nigeria. One where accessibility, transparency, and speed are no longer aspirations but expectations.

Today, the experience has changed dramatically, empowering customers. From mobile platforms to instant claims updates, technology has not only improved insurance operations. It has also reshaped the customer experience of policyholders, making them active participants in their financial protection journey.



THE GAINS OF INSURANCE CUSTOMERS THROUGH TECHNOLOGY

Simplified Access to Insurance Products

Technology has broken down the traditional barriers to entry. Through digital channels, customers can now explore, compare, and purchase insurance products in minutes.

Coronation's Retail Portal is a prime example. It enables individuals to browse a wide range of life insurance and investment-linked products from the comfort of their homes. Whether it's a parent planning for their child's education or a young professional securing life cover, customers can start, complete, and manage their policies online without paperwork or physical visits.

This accessibility ensures that insurance becomes a part of everyday financial planning, not a last-minute decision after a crisis strikes.

Transparency and Informed Decision-Making

In the past, policy details were buried in lengthy fine prints, leaving customers confused about their coverage or exclusions. Technology now promotes transparency through interactive digital platforms that explain product features clearly.

Educational content, explainer videos, and AI-powered chatbots make it easier for customers to understand what they are buying and why it matters. This knowledge-driven approach empowers customers to make informed choices aligned with their personal or family goals.

For us, simplifying the language of insurance has been a deliberate strategy. By using clear communication across our website, digital brochures, and marketing channels, we ensure that customers fully understand their options, earning their trust and giving them confidence in the process.

Seamless and Faster Claims Experience

One of the most profound ways technology has transformed insurance is through claims processing. What used to be manual, time-consuming, and emotionally draining has become faster and more transparent.

With Coronation's Claims Portal, customers can now submit claims online, upload documents, and track the progress in real time. This not only reduces waiting time but also eliminates the uncertainty that often surrounds claims settlement.

For policyholders, this digital transformation offers peace of mind, knowing that in their time of need, help is only a few clicks away.



Personalized Customer Experiences

Technology enables insurers to move away from a one-size-fits-all approach. Through data analytics, insurers can understand customer behavior, preferences, and needs. This makes it possible for insurers to tailor products and solutions accordingly.

Imagine a system that reminds you to renew your life policy before it lapses, or one that suggests a savings plan based on your life stage and goals. These smart interactions create relevance and convenience.

At Coronation Life Assurance, personalization is embedded in how products are designed and communicated. Whether it's short-term investment options like the Flexible Investment Plan or long-term cover such as the Education Legacy Plan, customers can choose products that reflect their financial realities and aspirations.

Enhanced Financial Inclusion

Nigeria's growing mobile penetration is a major driver of insurance inclusion. Many people who previously had no access to traditional financial services can now get cover through mobile platforms.

Digital payment systems and fintech collaborations make it possible for customers to pay their premiums seamlessly through USSD codes, mobile wallets, or online banking. This flexibility means more people can participate in the insurance ecosystem.

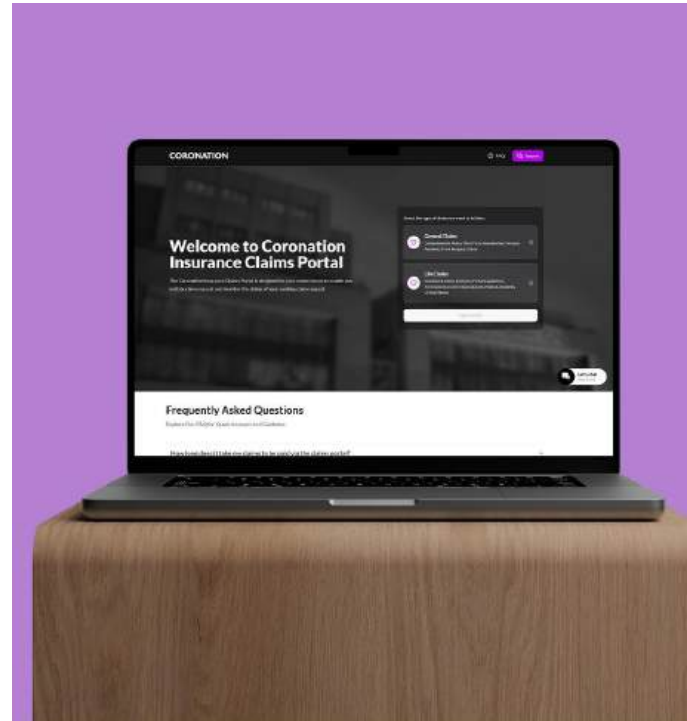
By embracing these innovations, insurers extend protection to more Nigerians, ensuring that financial security is not a privilege but a possibility for all.

CORONATION'S COMMITMENT: RETAIL AND CLAIMS PORTAL

Our investment in digital solutions is a direct reflection of our customer-first stance. The Coronation Retail Portal provides customers with the freedom to explore products, obtain quotes, and purchase policies independently. It represents the modern shift toward self-service, where the customer is in control of their insurance journey.

The Coronation Claims Portal delivers what customers value most: reliability and support in the midst of adversity. It simplifies claim submission and speeds up processing while ensuring transparency at every stage.

Together, these two platforms demonstrate how Coronation is redefining insurance from customer acquisition to claims processing, leveraging technology.



THE FUTURE OF INSURANCE IS BRIGHT

The future of insurance is not just digital. It is personal, inclusive, and customer-driven. The fusion of technology and insurance is still unfolding; however, we are certain that customers will remain at the center of it. As artificial intelligence, automation, and predictive analytics evolve, more insurers will be able to anticipate customer needs before they arise.

Claims could soon be processed automatically, and personalized policies could be generated instantly. For customers, this means a more responsive, accessible, and empathetic insurance experience.

At Coronation Life Assurance, our mission remains unchanged. We will continue to provide solutions that protect what truly matters to our customers while making their insurance journey as effortless as possible.

