

For immediate release

SBI Life Insurance becomes the first Indian private life insurer to launch '24X7 inbound contact centre' to offer before & after sale service to consumers

India, 21st August 2023: SBI Life Insurance, one of the most trusted private life insurance companies in the country, launched its dedicated 24X7 inbound contact centre to address the before & after purchase queries related to comprehensive insurance solutions provided by the company. The Toll-Free Number is 18002679090. SBI Life, thus, becomes the first Private Life insurance company in the country to have such an extensive customer care support which aligns with the company's commitment in enriching customer experience and addressing their insurance needs/queries at their convenience.

SBI Life's 24X7 inbound contact centre is made available to both existing & prospective consumers across all 365 days in a year. Through the 24X7 customer care support, the insurance company aims to redefine seamless accessibility & interaction with trained professionals. The contact center will provide technical assistance with products or answer customers' questions about their purchases or experiences. Having a readily available support team around the clock offers an avenue for customers to get their queries addressed as per their individual convenience, enhancing customer satisfaction.

Speaking at the launch of the 24X7 Inbound Contact Centre, **Mr. Mahesh Kumar Sharma, MD & CEO, SBI Life Insurance** said, *"Today marks a significant stride forward in our mission to redefine customer experience in the private life insurance space. With the launch of our 24X7 inbound contact centre, the inaugural will allow us to stay connected with customers across the country, providing real time solution to queries related to their policies or the array of insurance solutions, at their convenience. This initiative is a testament to our unwavering dedication of placing our customers at the heart of everything we do. Insurance is more than just a policy; it's about trust, reliability, and peace of mind. Our dedicated customer care support isn't just about convenience; it's about fostering a deeper understanding of the protection and opportunities insurance offers. As we stand ready to assist customers around the clock, we embark on a journey to empower, educate, and elevate the insurance landscape for every individual."*

He further added, "The objective is to provide customers with answers, solutions and an overall positive experience. Our untiring commitment to serving our customers better is rooted in our belief that personalized human interactions will enable countless individuals to understand the value of insurance. We hope that with such initiatives, will aid in fostering stronger customer relationships and serve them better than ever."

The current capacity of the customer care support allows the handling of around 13 lakh calls annually. The company also has an Interactive Voice Response System (IVRS), which has 13 self-service options. With the implementation of this new service, the company aims to enhance their services further.

By introducing an 24X7 inbound contact centre, SBI Life is poised to establish new benchmarks towards customer service in the private life insurance sector. With the implementation of this new service, the company is confident of substantially elevating this figure. This number is set to see a positive rise going forwards, given the goal of 'Insurance for all by 2047' set by IRDAI, the insurance regulatory body, and SBI Life's commitment to aid the achievement of this goal. The insurer had recently reinforced its commitment to the goal of 'Insurance for all by 2047' by inaugurating its 1000th branch in Uttar Pradesh.

About SBI Life Insurance

SBI Life Insurance ('SBI Life' / 'The Company'), one of the most trusted life insurance companies in India, was incorporated in October 2000 and is registered with the Insurance Regulatory and Development Authority of India (IRDAI) in March 2001.

Serving millions of families across India, SBI Life's diverse range of products caters to individuals as well as group customers through Protection, Pension, Savings and Health solutions.

Driven by 'Customer-First' approach, SBI Life places great emphasis on maintaining world class operating efficiency and providing hassle-free claim settlement experience to its customers by following high ethical standards of service. Additionally, SBI Life is committed to enhance digital experiences for its customers, distributors and employees alike.

SBI Life strives to make insurance accessible to all, with its extensive presence across the country through its 996 offices, 22,015 employees, a large and productive individual agent network of about 222,822 agents, 68 corporate agents and 14 bancassurance partners with more than 39,000 partner branches, 133 brokers and other insurance marketing firms.

In addition to doing what's right for the customers, the company is also committed to provide a healthy and flexible work environment for its employees to excel personally and professionally.

SBI Life strongly encourages a culture of giving back to the society and has made substantial contribution in the areas of child education, healthcare, disaster relief and environmental upgrade. In 2022-23, the Company touched over 1.1 lakh direct beneficiaries through various CSR interventions.

Listed on the Bombay Stock Exchange ('BSE') and the National Stock Exchange ('NSE'), the company has an authorized capital of Rs. 20.0 billion and a paid up capital of Rs.10.0 billion. The AuM is Rs. 3,282.8 billion.

For more information, please visit our website-www.sbilife.co.in and connect with us on Facebook, Twitter, YouTube, Instagram, and LinkedIn.

(Numbers & data mentioned above are for the period ended June 30, 2023)