

SBI Life aims to further strengthen its customer centric business processes in Bhubaneswar Region

Bhubaneswar, 26th February 2018: SBI Life Insurance, one of the most trusted private life insurers in the country, today held a press meet to discuss the launch of its new offering SBI Life - Poorna Suraksha and customer centric initiatives taken up by the Company. Mr. Ravindra Kumar, President – Zone 3, SBI Life addressed the meet along with and Mr. Sanjay Bhatnagar, Regional Director – Bhubaneswar Region, SBI Life.

On Region's performance, Mr. Ravindra Kumar, President – Zone 3, SBI Life expressed that, "Bhubaneswar is a key market for us and we always ensure that the corporate ethos of SBI Life reflects in the qualitative business practices in the region as well. This has led us to become forerunners in case of premium growth. We are committed to this region and have designed our products and services keeping the needs of this region in mind."

On the recent launch of SBI Life's new product, Mr. Sanjay Bhatnagar said, "Customer centricity is our motto in all our businesses and processes. We realised that a man's needs change as per his age and situation and keeping these essentials at focus we have designed SBI Life - Poorna Suraksha. It is a one of its kind plan, which is a non-linked non-participating, term assurance plan, with an inbuilt Critical Illness cover. The plan offers coverage for a wide range of 36 critical illnesses. It helps one to boost his/her financial planning by providing Life and Critical Illness cover, which auto re-balances with the evolving needs as the age progresses."

SBI Life always strives to offer their customers excellent services and facilities. In this endeavour, SBI Life has integrated its customer services with technology which aids customers. Initiatives like 'Connect Life' – a tablet based application for assisting the Sales Representative to sell a SBI Life Insurance Policy. This application makes the entire process of policy issuance faster and smooth for the customers. With an intent to offer customers all information of their policy on their fingertips, the Company offers 'Easy Access' - an intuitive mobile application which offers services like Renewal Premium Payment, Policy Details, SBI life Product etc on the go.

SBI Life goes one step further when it comes to ensuring customer satisfaction. SBI Life also does a pre-issuance welcome call to customers, which verifies the customer and product details with the customers before issuance of the policy. This initiative has helped the Company in increasing persistency and decreasing the mis-selling cases which in turn enhances customer satisfaction.

SBI Life provides livelihood to 6620 plus local population in the Region through its 41 offices and a strong workforce of around 561 employees. SBI Life distributes its products through a strong network of over 6064 well trained Insurance Advisors, 1451 CIFs and 877 State Bank of India branches. The Regional Rural Bank (RRB) Utkal Gramin Bank, through its large network of 442 branches across region, has helped insurance penetration in the region by distribution of our products to the customers in the most rural segment of the society.