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Optimise the African Insurance Client Pool ☆ Board

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Backlog

- Research Outcomes, affordability, insurance knowledge, target marketing
- Obtain insights on Microinsurance, Community Based Models, Digital Platforms

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To Do

- Feasibility studies, impact assessment
- Research Outcomes, affordability, insurance knowledge, target marketing

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Pending

- Analysis of project progress and customer engagement
- Prioritised list of solutions based on benefits and resources
- Adjusted Strategies for collaboration, educational Campaigns, Distribution Channels based on Data and Feedback.

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Done

- Demographics, income bands, risk profiles, Analysis of products' effectiveness
- Conversion rates, customer feedback, claims experience

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