PROJECT LANDSCAPE:
OPTIMISE THE AFRICAN INSURANCE CLIENT POOL

DATA

DEMOGRAPHICS, INCOME BANDS, RISK PROFILES, ANALYSES OF PRODUCTS' EFFECTIVENESS

FEASIBILITY STUDIES, IMPACT ASSESSMENT

CONVERSION RATES, CUSTOMER FEEDBACK, CLAIMS EXPERIENCE

INFORMATION

RESEARCH OUTCOMES, AFFORDABILITY, INSURANCE KNOWLEDGE, TARGET MARKETING

RANKED LIST OF SOLUTIONS BASED ON BENEFITS AND RESOURCES

ANALYSIS OF PROJECT PROGRESS AND CUSTOMER ENGAGEMENT

KNOWLEDGE

INSIGHTS ON MICROINSURANCE, COMMUNITY-BASED MODELS, DIGITAL PLATFORMS

ADJUSTED STRATEGIES FOR COLLABORATION, EDUCATIONAL CAMPAIGNS, DISTRIBUTION CHANNELS BASED ON DATA AND FEEDBACK