

ditto.

A Case Study

OVERVIEW



USER PERSONA

2021
Founded300K+
Free Consultations30K+
Policies Sold

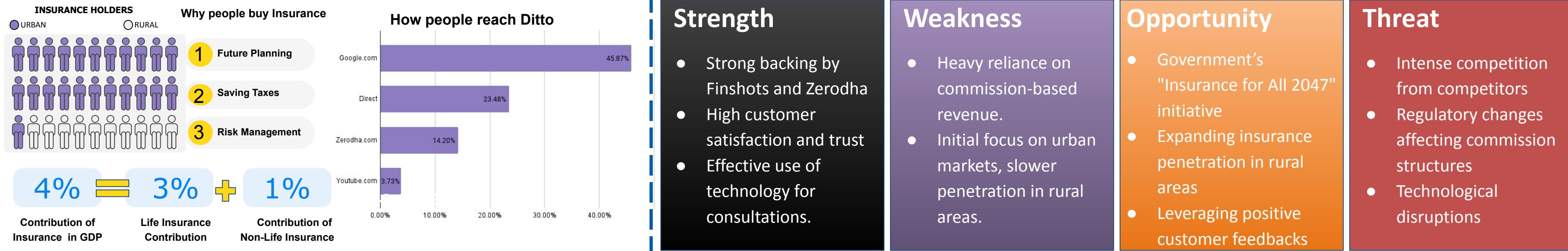
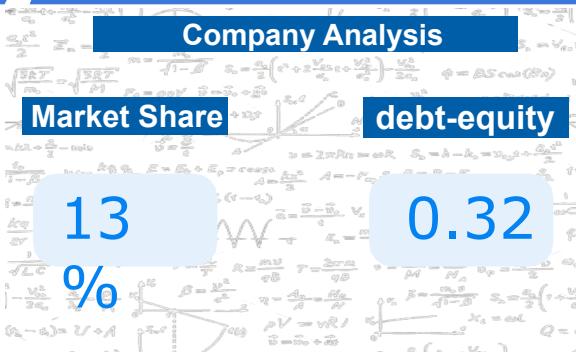
SOLUTION

150+
IRDAI certified Advisors407K
Website Visits

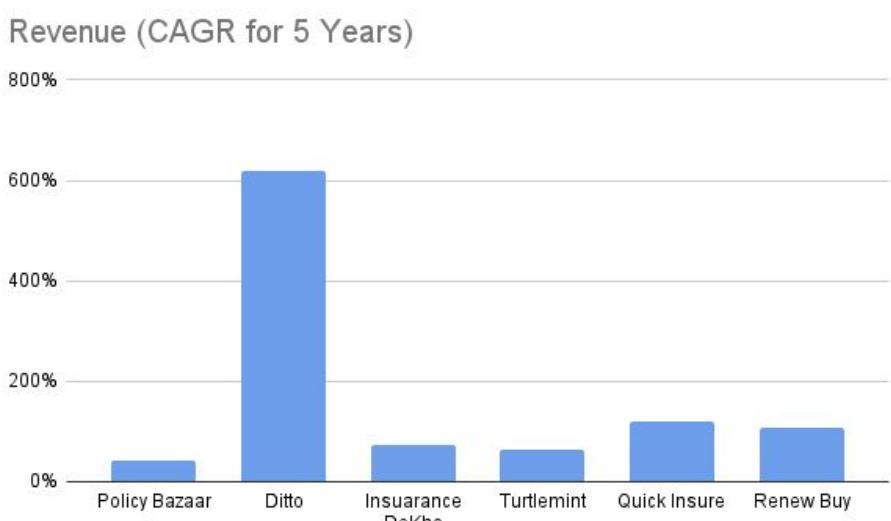
SOLUTION

4.9/5
Google Reviews483K
Raised Seed Round

RESULTS



Growth



Ditto is different ?

- Ditto is a part of FinShots and strongly backed by Zerodha.
- Focussed on providing honest, personalised and spam-free advice to its customers.
- Around 6 to 7 Days waiting list for customer consultation.
- Ditto earns through commissions on policy sales similar to other brokers.
- Transitioning from a corporate agent license to a full-fledged broking license.

What Market Says



OVERVIEW

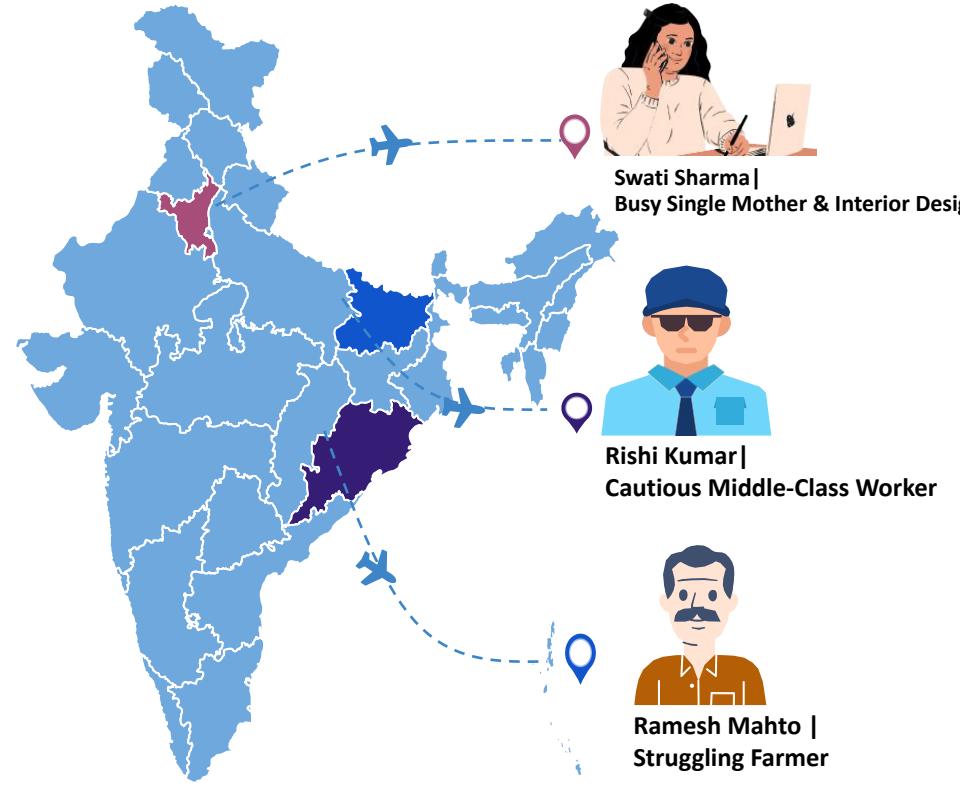
USER PERSONA

SOLUTION

SOLUTION

RESULTS

CONSUMER PERSONAS



- Tech-savvy single mother who maintains **work-life balance** in fast-paced city life.
- Seeks efficient, **self-managed financial planning** and **up-to-date insurance policies** without relying on **brokers** and annoying **scammers**.
- Strives to provide **quality education** and a good standard of living for his family.
- Seeks reliable **insurance plans** and **financial protection** against unexpected health and life events.
- Seeks affordable insurance products for financial **stability** and **protection** against crop failure.
- Faces challenges with understanding **insurance benefits**, **accessing services**, and trusting **insurance companies**.

CUSTOMER PAIN POINTS				
	Awareness	Goals	Financial prospects	PAIN POINTS
Swati Sharma (Urban Techy)	-Tech-savvy, spending significant time on her mobile and laptop for work and personal tasks. -Part of Self-help groups and attends workshops.	Stability: Seeks financial stability and security for herself and her daughter. Affordability: Looks for affordable and up-to-date insurance policies that suit her needs. Autonomy: Desires efficient, self-managed financial planning without relying on insurance brokers.	-Believes in future planning and investments. -Has Knowledge about insurance and investments.	Regularly considers insurance but finds it challenging to keep up with the latest policies and pricing due to time constraints and information overload.
Rishi Kumar (SubUrban Smart phone user)	-Twiг knowledge of technology and attends all workshops and webinars of company. -Spends time on scrolling social media and newsletters.	Security: Desires to secure his family's future with reliable insurance plans. Provision: Aims to ensure quality education and living conditions for his children. Protection: Seeks financial protection against unexpected health and life events.	-Wishes for stable life by managing present and future. -Interested to know and understand about insurance.	Occasionally considers insurance but hesitates due to skepticism and lack of detailed knowledge about pricing and benefits.
Ramesh Mahto (Rural Uneducated)	-No knowledge about technology and internet. -Attends public gatherings, Panchayat and farming workshops.	Affordable: Seeks insurance products to protect against crop failure. Stability: Needs financial security for his family. Education: Requires support on risk management and insurance benefits.	-Tries to mend his living and livelihood -Has no knowledge about finance and insurance	Rarely seeks out insurance information or products due to lack of awareness and accessibility.

Category	Pain Point	MoSCoW	Reason
Financial Constraints	Struggles to afford insurance premiums	MUST	Essential to address to make insurance accessible for Ramesh and Rishi
Knowledge and Awareness	Limited understanding of insurance products and benefits	MUST	Crucial for making informed decisions and increasing trust
Accessibility	Limited access to insurance agents and services	SHOULD	Improves convenience and access to necessary resources
Trust Issues	Skepticism towards insurance companies	MUST	Key to building confidence and encouraging investment in insurance
Administrative Hurdles	Difficulty in gathering documentation and claims process	SHOULD	Simplifies the process and reduces the burden on users

OVERVIEW

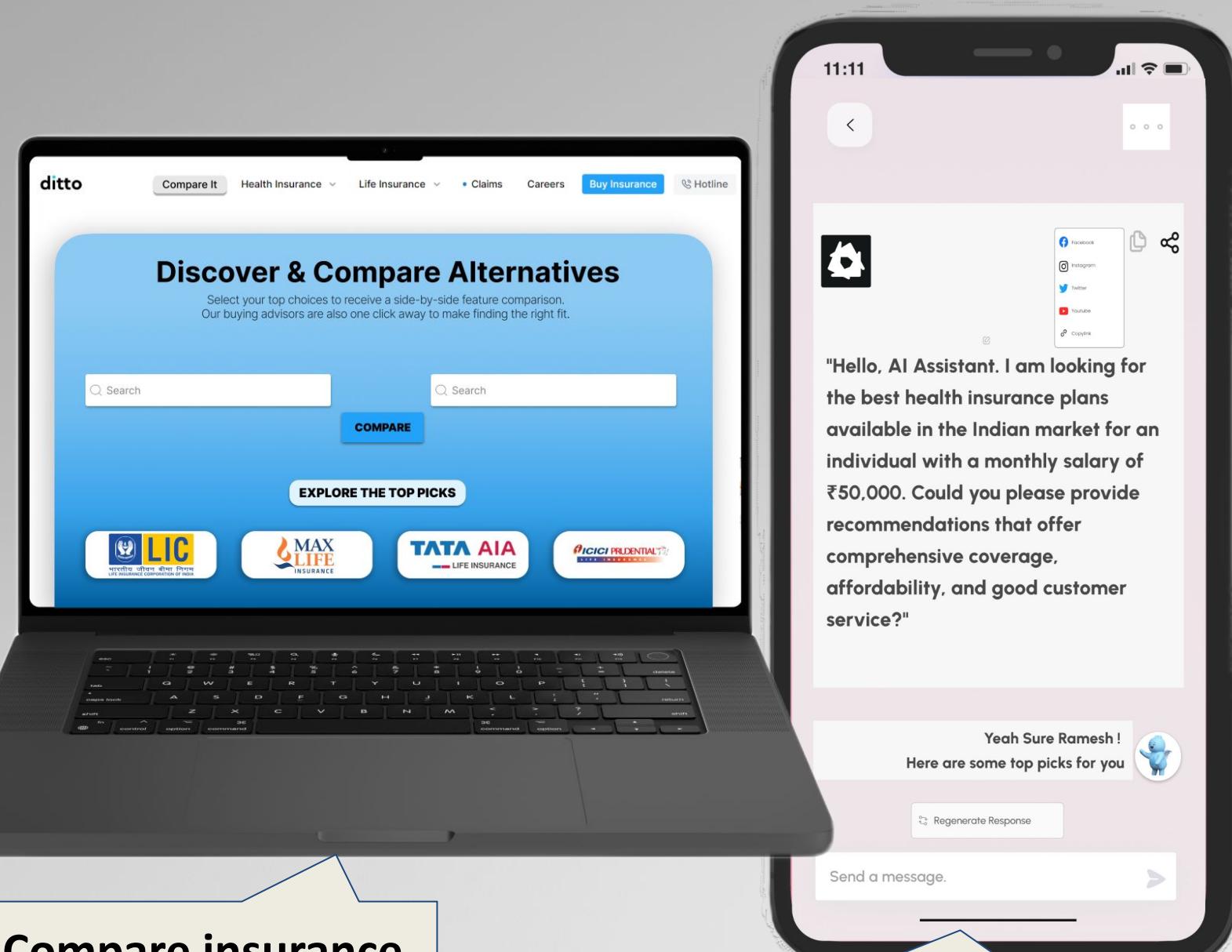
USER PERSONA

SOLUTION

SOLUTION

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INSURANCE MADE EASY !



Compare insurance according to your preferences !

DITTO our AI chatbot provides 24/7*consultancy on your insurance queries

We introduce DITTO: AI chatbot ready to serve 24/7 consultant with strategic planning and approach.

Personalized Advisory: salary-related queries.

- Helps users understand their **insurance needs** and select the **best policies** with complete AI automation and end to end encryption.

Notification System:

- Expert advice on insurance and
- Tailored updates on **new policies**, changes, and **relevant information**.

Enhanced Digital Experience:

- Chat support, personalized dashboards, and instant claim support.
- Ensures **smooth, informative, and spam-free** interactions.

Transparent Comparison Tools:(Compare IT)

- Introducing new **comparison tool** for **comparison** insurance for **user satisfaction** and selection of the best.
- Side-by-side comparisons of insurance plans and salary benchmarks.
- Includes **pricing, coverage details, benefits, and personalized recommendations**.



Influencer Collaboration

Partner with influencers like Ankur Warikoo , CA Rachana Ranade and for collaboration and partnerships such as

- Guest appearances and interviews
- Content creation
- Insurance narrative setting
- Social media campaigns

This will enhance Ditto's brand visibility and engagement among the youth.

OVERVIEW

USER PERSONA

SOLUTION

SOLUTION

RESULTS

Awareness and Education:

- Financial literacy programs via Panchayats, local NGOs, self-help groups, and community leaders.
- Use of videos, storytelling, and Nukkad Nataks for effective communication.

Distribution Channels:

- Train local agents
- Collaborate with banks, post offices, and hospitals
- Use mobile technology for transactions and claims
- Simplify the claims process with minimal documentation

Tailored Insurance Products

- Affordable microinsurance
- Customizable policies for critical illness, crop failure, accident coverage, etc.

Public-Private Partnerships:

- Collaborations with government schemes like PMFBY and PMJAY for subsidies and incentives.



OVERVIEW

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RESULTS

Results for Ditto

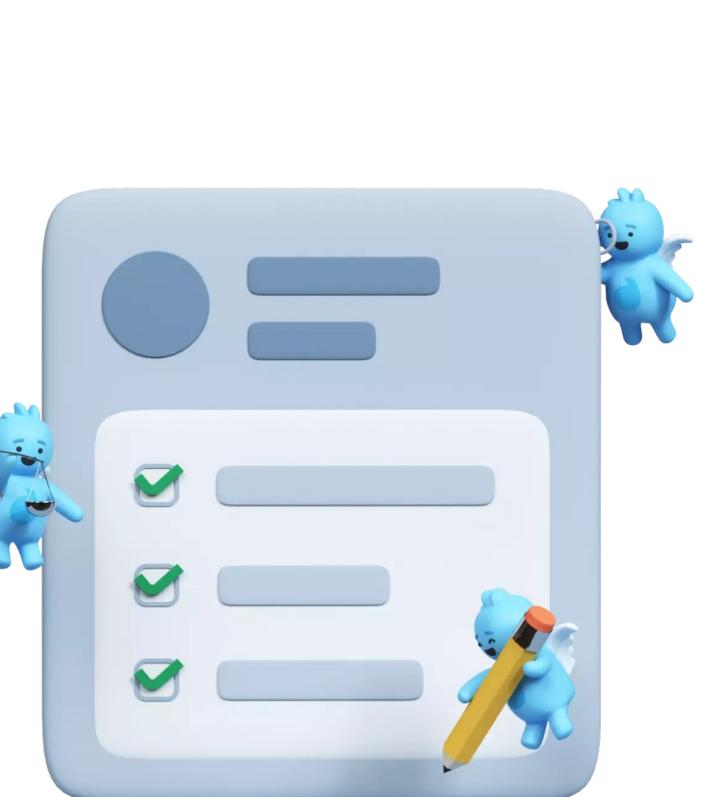
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A	B	C	D	E	F
3	Parameters	Expected Returns			
4	Customer Satisfaction Increase	30%			
5	Policy Renewal Rates	20-25% increase			
6	Engagement Rate	15-20% increase			
7	Reduction in Churn	10-15%			
8	Customer Experience Improvement	25-30%			
9	Claims Processing Efficiency	15-20%			
10	Decision-Making Efficiency	20-25%			
11	Customer Trust	20%			
12	Market Penetration	15-20%			
13	Product Adoption	20-25%			
14	Customer Awareness	30-35%			
15	Sales Growth	20-25%			

Bibliography

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- <https://www.aciinfotech.com/blogs/insurance/customer-satisfaction-portals-insurance>
- <https://www.ambitionbox.com/>
- <https://finshots.in/>



Potential Pitfalls

Despite the positive predictions, there are potential pitfalls that Ditto may face:

- **Implementation Challenges:** Integrating AI and personalized advisory systems might face technical and operational challenges, potentially delaying benefits by 6-12 months.
- **Customer Data Privacy:** Ensuring end-to-end encryption and handling large amounts of personal data may raise privacy concerns and require robust security measures to avoid breaches.
- **Overwhelming Notifications:** Without careful management, the notification system could overwhelm users, leading to disengagement.
- **Technology Adoption:** Some customer segments, particularly older individuals or those in rural areas, might struggle with the adoption of new digital tools and interfaces.
- **Training and Support Costs:** Training local agents and setting up new distribution channels could incur significant initial costs, impacting short-term profitability.
- **Regulatory Hurdles:** Public-private partnerships and new insurance products might face regulatory scrutiny, potentially slowing down implementation and scaling efforts.

TEAM TRIPLE A'S

ditto



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