



# **SERVICE MARKETING**

**Insurance**

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# CONTEMPORARY MIXES

- People Mix-
  - Customers
  - Agents
  - Advisors
- Process Mix-
  - Hospitality Marketing
  - Interactive Marketing
- Physical Evidence Mix-
  - Insurance Certificates.
  - Premium payments Receipts.



# EMERGING SERVICES IN INSURANCE SECTOR

- ***Electronic Clearance Services (ECS):-*** A ***policy*** holder having an account in any bank which is a member of the local clearing house can opt for ECS debit to pay premiums.
- ***Call Centre & SMS Services:-*** 24 x 7 Interactive Voice Response System (IVR) .
- ***LPG Concept:-*** Liberalization, Privatization & Globalization
- ***Consolidation of Insurance Operations***



- ***Closer ties between insurers & banks:- Tieups***  
between insurers & banks through bancassurance ( Bank + Insurance) or conglomerates ( financial groups).
- ***Offshoring:- Offshore centers aim to attract***  
international insurance business through attractive concessions & liberal incorporations requirements
- ***Increased public Awareness***
- ***Claim settlement services***

