

# Young or old, life cover benefits all

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Companies across categories today are working towards realising unique experiences and products that resonate with a growing breed of instant-gratification-seekers. There are choices in everything today - from curated travel experiences to the way I'd like to pay to one of these order-in, food-tech start-ups.

Empathy design is now even part of elements across insurance value chain and in the manner in which products are conceived. But even as customer centrism has permeated into the industry, a range of mindsets still haunt the idea of "insurance", among us Indians.

Usually, the prejudice varies depending on the customer type, which has nothing to do with his or her age. It has everything to do with the knowledge levels and unique experience of the customer. Here is a list of customer segments:

**The newbie:** Remains unexposed or is entirely new to the concept of financial planning. Despite having some monetary independence, has no concept of planning finances.

**The doubter:** This is your classic skeptic, someone with a reason to be perennially in doubt. He may never have experienced benefit of any sort, which perhaps explains his inherent lack of trust.

**The dabbler:** This person



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is forever experimenting – a policy from one insurer today, another tomorrow. He will not stay committed or honour policies long enough to experience its benefits.

**The fresher:** With his friends or family buying insurance for him, or due to some level coverage offered by his employer, the fresher has had a brush with insurance. All through, the person hasn't applied himself, but is generally aware of insurance, and has yet to experience its merits.

**The steady:** This person fully understands and therefore, believes in insurance. He knows that as against being a one-time transaction, insurance is a contract wherein, if the insurer has a commitment, so does he as a customer. So, he goes by its terms and remains steady.

**The veteran:** A seasoned individual who is not just well-aware, but has come a

full circle, through receiving some form of insurance claim. He has actual appreciation of its benefits.

If you don't see yourself among the last two personality-types, it is recommended you mull over what the astute veterans understand, and what keeps the steady, steady. Start understanding the mutually-contractual nature of insurance, while also taking in the perspective of benefits, as realised by the last two groups. If you could think of a steady or a veteran in your own circles, a good step up would be to learn how they gather their financial knowledge.

When one has plans in place to sustain in the face of possible adversities or anticipated lifestyle changes, just as well as planning for death, one will perhaps have no reason to despair. A person chooses his plans as per the needs and goals he aims

## ASSESS YOURSELF

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- Endowment, money-back, among other plans guarantee returns

to fulfil. The tenure of the plan, age, circumstances, life-stage and risk-appetite will have a bearing on individual portfolios.

You'll be gratified when you're able to discern by yourself, the end-benefit of products in your portfolio - which could be a pure-risk policy (example, endowment, money-back or other traditional plans) offering guaranteed returns, thus, aimed at transferring the uncertainty of life, or could be unit-linked, designed to also build savings for the lifespan, beyond covering for this certainty that is death. Besides, it will be clear as day to you, that your financial needs are unique to your distinct life-stage and risk-appetite, and will acquaint you to your own levels of financial discipline.

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