

Telecel announces mobile insurance launch

Telecoms operator, Telecel Zimbabwe, is partnering with local insurance company, Zimnat Lion, to roll out a mobile insurance product that offers Telecel subscribers Funeral, Hospital and local and international Travel Cover through their Telecel lines. The new service, called Telecare, offers an affordable and convenient package to cover most basic needs.

Telecare insurance will bring safe, secure and affordable mobile insurance the company has said. Head of Marketing, Clever Isaya, said the initiative was unique in the market as Telecare provides 3 different insurance plans under one service.

“Life today is full of uncertainties and Telecare insurance offers financial cover against unforeseen events. Telecare has the potential to change people’s lives greatly as a lot of Zimbabweans do not have insurance due to high costs of most insurance services in the market.” he said.

Customers will be able to make premium payments on a monthly basis from their mobile phones. To join, any Telecel subscriber must dial *808# and they will be able to choose either the Value or Premium plans. These two packages have two options under them, namely Single and Family. The Single policy will only cover an individual who is the policyholder whereas the Family policy will cover the policyholder, a spouse and up to 4 children.

Any customer who subscribes to the service will also automatically get free Funeral cover of up to \$250 for any of the registered dependents on the plans.

The partnership between Telecel and Zimnat Lion will also ensure that the cost of insurance is dramatically reduced for the ordinary person in the street. Under the partnership, Telecel will provide the mobile platform for its subscribers to access the service while Zimnat will underwrite and administer the full service. All claims will be settled through Zimnat but

subscribers are able to submit their claims at any Telecel office for onward transmission to Zimnat.

After paying as little as \$0.45 a month, users benefit from \$250.00 Funeral Cover, \$5000.00 for local Travel and \$20.00 a day via hospital cash-back for up to 30 days. The full range of plans and the associated tariffs are indicated as follows.

Plan	Monthly Contribution	Local Travel Cover	International Travel Cover	Daily Hospital Cashback
Single Value	\$0.45	\$5 000	-	\$20
Single Premium	\$0.50	\$5 000	\$50 000	\$20
Family Value	\$1.30	\$5 000	-	\$20
Family Premium	\$1.50	\$5 000	\$50 000	\$20

“Our affordable tariffs will ensure our customers have access to hassle free insurance all from the convenience of their mobile phone,” added Mr Isaya.

Telecel has been aggressively launching innovative services to improve their product portfolio and overall competitiveness and Telecare, which comes soon after the recent announcement of their Telecash debit gold card, is aimed at giving subscribers increased service options via their mobile phones. There are other plans to increase the range of complimentary insurance services once the first phase has been successfully rolled out.