

ON TRUST



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It is incredible news for all of us that Bharti AXA has been chosen as the Most Trusted Private Life Insurer. What makes this news even more satisfying is that, for a young brand like ours, we have reached the top, second time in a row!

Trust is paramount in the life insurance category. When we commit to protect the families of our consumers during unfortunate times, the discussion goes beyond asking them to buy our product - We are asking them to trust us. And trust, thus, is the single most important reason for the category of life insurance to exist.

Trust, when it comes to brands, has varied manifestations in the consumer's mind. While we had the choice of creating our brand on imagery and rhetoric, we have consciously carved out the position of a customer-centric brand. We give our consumers real, tangible reasons and proofs to trust us, a strategy that is termed as the "Strategy of Proof" in the AXA world. We created multiple marketing campaigns to communicate our position viz., 48 Hours Fund Release Campaign - an industry first service proposition wherein Bharti AXA Life guarantees the payment of the fund value in 48 hours post claim intimation, else pays an additional interest of 1% of fund value for every day of delay, Dedicated Claims Handler Campaign - another industry first wherein Bharti AXA Life provides a dedicated claims handler that will help the claimant at all stages of the claims process. Due to its honest intent and customer-centric approach, the "Strategy of Proof" framework acts as a key catalyst in making the brand reach the position in which it is today. Our signature succinctly articulates our brand philosophy of "Jeevan Suraksha Ka Naya Nazariya" - A New Perspective in Life Protection.

While we have traversed a long way in building trust in the consumer's mind in the traditional media territory, a focused and meticulous strategy has helped us maintain the same on the digital media as well. The tenets and the process of creating a brand

online though are strikingly different. The consumer wants to know the brand before they engage, interact and transact with it. What becomes important then, is the nature of conversations that take place during the entire lifecycle of converting an audience to a consumer. We understand this approach through our experience and have continuously invested in creating a framework that builds affinity towards the brand and gets the consumers to participate in our conversations. We believe that getting into honest conversations with our audience is the key; this is where trust is built or broken. We identified that social media where there is a two way conversation between the consumers and the brand is a key space where trust can be built. Hence, we have created the brand across all leading social media channels, like Facebook, LinkedIn, Twitter, Instagram and YouTube.

Naya Nazariya the essence of our brand promise is what we propagate through our social media presence. In this effort we have provided information around the category cues like health, savings and protection, told heart-warming stories about people who provide *Naya Nazariya* (new perspectives) in the area of protection, and in the process created content that our audience wants to consume, appreciate and share amongst their networks. During last year the brand at various points has managed to touch highs of being the most engaging brand on Facebook and no.1 on LinkedIn's Talent Brand Index. For a third wave entrant within the life insurance space, that is a big endorsement from our audience. In the digital world what matters is being able to understand the audience better, and to bring conversations to a mutually beneficial conclusion. Next logical step on digital will now be to strengthen this eco-system that creates conversations and pushes conclusions through an organic model.

We again thank our consumers for trusting us and putting us where we think we belong. Our endeavor will be to further push the customer-centricity agenda and provide a best in class experience to our consumers.