First Twitter-based insurance platform launched, how it works

May 23, 2016 5:08 PM

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Bajaj Allianz General Insurance has launched a Twitter-based insurance platform called #TweetInsurance. In line with the company's focus on harnessing the power of digital technology to provide hassle-free customer experience, this innovation aims to offer convenience to company's customers and non-customers alike in getting insurance information and services instantly by simply sending a tweet at the Bajaj Allianz Twitter handle with relevant hashtags.

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The services that one can avail include the following: 1) Getting premium quotes on various products 2) Getting instant information about branch and network hospital locations 3) Getting a status update about a claim or policy 4) Knowing claims procedure details 5) Getting your policy soft copy 6) Buying insurance online.

Commenting on the launch, Tapan Singhel, MD and CEO, Bajaj Allianz General Insurance, says, "Technology has been a great enabler for the insurance industry, especially in the general insurance space given that the touch points with our customers are numerous in terms of service delivery. At Bajaj Allianz General Insurance, it has been our constant endeavor to aggressively leverage technology to bring in enhanced customer experience and transparency. #TweetInsurance is yet another step in this direction."

How #TweetInsurance works ?
-Anyone with a Twitter account can follow @BajajAllianz and send a tweet with #TweetInsurance to get started
-Every service has been given a unique hashtag that the customer can use
-Replies/updates go via DM (private message), ensuring that there is no violation of privacy
-This service does not require pre-registration, making it instantly accessible