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## . Insurers tweet their way to customers

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Insurance companies are taking to twitter in a big way. Most of them use twitter to engage in conversation with their policyholders, help them on enquiries and as a complaint portal.

In a fin-tech initiative, Bajaj Allianz General Insurance recently launched #TweetInsurance @BajajAllianz, aimed at helping policyholders and prospective customers get quotes on policies, updates on claims and even a soft copy of the policy document online. "#TweetInsurance is a first of its kind initiative to help both customers and non-customers get information and services in a click with a tweet," says a Bajaj Allianz spokesperson.

For mediclaim, users can get information on preferred networked hospital locations and insurance branches. @Bajaj Allianz, which has 29,600 followers, says #TweetInsurance will also help in getting updates on the status of a claim or policy.

Max Life Insurance uses its twitter handle @MaxLifeIns, which has 18,300 followers, to promote its policies, put out ads and create awareness on the need for financial protection. Every week, Max Life simplifies insurance terms in a creative infographic — this week had "Insurance Terms #104: Premium." The handle also runs graphic ads, including one of a couple toasting to their health on a beach with the tagline: "If you love her, secure her."

The handle, also posts pictures of its own employees engaged in a Swachh Bharat Abhiyan campaign as part of their corporate social responsibility (CSR) programme. Max Life also comes up with posters and greeting cards that can be downloaded for Mother's Day, Earth Day, etc. The Mother's Day cards showing a cool mom listening to music on her headphones and another juggling a laptop and a kid, seems to have touched a chord with Max Life's followers going by the response. At SBI Life Insurance, to promote a women-centric policy their twitter handle @SBILife has a series of candid photos of socialite Shoba De through the years as its header photo. In its tweets it shares youtube

videos of SBI ads with the tagline "chase your dreams and pursue your goals"  
for its #BePreparedBeSmart campaign for women.