

| Primary Sales Channel

STRATEGIC GROWTH

Bancassurance: Why Banks Are Becoming the Main Channel



Client



Bank



Insurer

- ✓ Bancassurance is one of the largest sales channels for insurance globally.
- ✓ In several European countries, over half of life insurance policies are sold through banks.
- ✓ The bank's main asset is absolute client trust.
- ✓ In CIS markets, bancassurance remains one of the fastest-growing segments.

“The bank doesn't sell an insurance policy. The bank sells trust.”

The Secret of Success

PRIMARY FOCUS

It's Not About the Bank's Commission

Client Satisfaction

Purchase → Claim Event → Payout → Trust → Loyalty Purchase



Settlement is Key

Most bancassurance challenges and customer frictions emerge not during the sales journey, but deep inside the claims settlement phase.

“An insurance payout is the single moment of truth in insurance.”

Case #1: Borrowers' Life Insurance

⚠️ Traditional Model

- ✗ Complex model with numerous policy exclusions
- ✗ Exceedingly lengthy verification and underwriting
- ✗ Frequent client conflicts at claim time
- ✗ High volume of regulatory complaints

🔑 Simplified Model

- ✓ Virtually zero policy exclusions
- ✓ Rapid 1-day claim resolution and payment
- ✓ Automatic credit balance liquidation

REAL RESULTS:

📈 Payout increase below 10%

😊 Drastic surge in satisfaction

⚙️ Reduced back-office strain

“Simple rules cost less than complex rejections.”

Case #2: 1-Minute Digital Claims

When Payouts Become Digital

1



Document
Photo

2



Auto
Check

3



Verification

4



Card
Payout

🕒 24/7 Processing

⚡ Under 1 Minute

✅ Touchless Client UX



“The best insurance seller is a settled claim.”

| Case #3: Savings Habits

The Bank as a Tool for Disciplined Savings

Client Income > 5-10% Auto Deduction > Endowment Product > Capital 10-20Y

- ✓ Client trust in the bank is significantly higher than in the insurer.
- ✓ Core demographic: middle class and mass-market individuals.
- ✓ Strict contribution regularity is more vital than single premium size.
- ✓ Saves of over 10% of monthly income spike premature cancellation rates.

“It is hard to save a large sum at once. But easy to set aside a little each month.”



Strategic Outlook

THE BANCASSURANCE EQUATION

Simplicity + Trust + Payout = **Sales Growth**

✓ Understandable product

✓ Minimum exclusions

✓ Fast settlement

✓ Digital service

✓ Real payouts

“Clients buy an insurance policy because they trust the bank. But they only begin to trust insurance after receiving an insurance payout.”

Image Sources



<https://www.tranzpay.io/wp-content/uploads/2025/04/Digital-Payments-in-Insurance-Claims-1.jpg>

Source: www.tranzpay.io



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