Connecting agents and customers in Indonesia

Historically, life insurance has been pretty rare in Indonesia. Part of the reason is that it’s seen as complicated and expensive, with little reward. But we changed all that when we launched LooP.

LooP is a comprehensive, affordable life insurance that charges no advance fees and has very few exclusions.

LooP is also the first insurance product in the marketplace to be distributed by a fully-integrated online and offline channel.

In Asia, most customers expect to buy their life insurance in person, from an agent. But when there’s a lot of paperwork to fill out and questions to answer (and re-answer), the process can be pretty laborious.

But with LooP, customers start the application online, reviewing all the terms of the product. Then, once they’re ready, they arrange a face-to-face meeting with one of our agents via our ‘Click to Meet’ facility.

‘Click to Meet’ uses GPS technology to match customers with their nearest agent, so they can connect in person to complete their purchase, knowing any outstanding questions can be answered. At this point, all the paperwork and policy elements are taken care of digitally. It combines the efficiency of technology with a real human relationship.

LooP makes our agents more productive. It also keeps costs down for customers. And it means we can offer a seamless end-to-end journey.