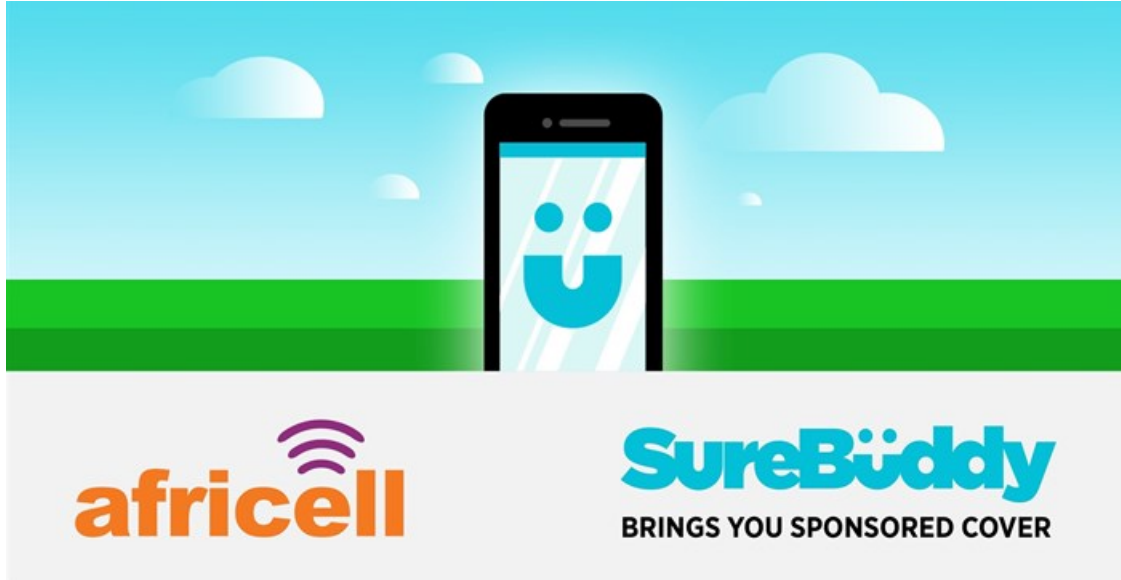


New insurance app brings sponsored cover to Uganda

KAMPALA, Uganda - Sponsored insurance and insurance related products have been launched in Uganda with the SureBuddy android application.



SureBuddy is simple and easy to use - the app renders advertisements, the consumer watches the ads, and then receives free cover as a reward. Ad images are non-intrusive, use very little data, and disappear with a click.

SureBuddy's cover is sponsored for the user as all costs are paid by the advertiser. SureBuddy then uses the advertising revenue to reward the user directly with cover, and in this instance, the consumer benefits from watching advertisements.

"Strive Masiywa once said something that became part of my belief system." says Johan Basson, SureBuddy spokesperson, "He said that if you identify a human need and reach out to meet it, you have the most sure-fire way to succeed in business."

Insurance penetration in Africa is amongst the lowest in the world, even though there is a crucial need for it. SureBuddy has taken insurance offerings to the people via technology – a platform to make these products less-intimidating, understandable and affordable.

"The distrust in insurance products forced us to start with non-insurance products. Starting with screen cover means that clients will feel immediate gratification - when their phone screens break, they can have them repaired immediately. The

only thing that the user will ever pay for is an administration fee to the repairer of maximum 10% of the repair value. This will start building trust in the concept of insurance and the initial purchase decision is easy because it's free. Over time, they can change to insurance products such as life cover, as their understanding and trust increases from this experience," says Basson.

To gain consumer trust towards free credible insurance plans, SureBuddy will implement the first phase of its service by providing screen cover in conjunction with Phone Doctor, and have partnered with Africell, one of the fastest-growing mobile telecommunications groups in Africa

"It's an honour for us to be associated with such a great innovation. For us at Africell, it's about giving our customers the best services at the cheapest costs on the market. We understand that mobile phone technology has shifted from physical keypads to touch screens so user experience is largely dependent on a functional smartphone screen. SureBuddy is pledging to help us ensure our customers' phone screens stay in tact, and are fixed whenever they break. This is a milestone for us," added Milad Khairallah, Africell commercial director.

Uganda, a country with a high smartphone penetration, is the first-to-market for SureBuddy. "Uganda is a rapidly developing country, and we believe that we can have an immediate impact in increasing the quality of life of Ugandans," says Basson.

SureBuddy plans to roll out into 11 Sub-Saharan Africa countries, as well as India, Turkey, Indonesia, Philippines, Pakistan with South American countries to follow. SureBuddy will work closely with Swiss Re, one of the biggest Reinsurance companies in the world, to ensure that they find the right insurance partners in every country.

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