



EXPERIENCE MAKERS LIVE





Effective Customer Communication Management with Adobe Experience Cloud

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Speakers



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Business Continuity: Dealing with the disruption of consumers and businesses



Your Customers
Being there in
moments that matter

Concerns with
financial stability

Slow response due
high call volumes

Conducting critical
transactions

Distant socializing



Your Employees
Maintain operational continuity

Spikes in volume
over capacity

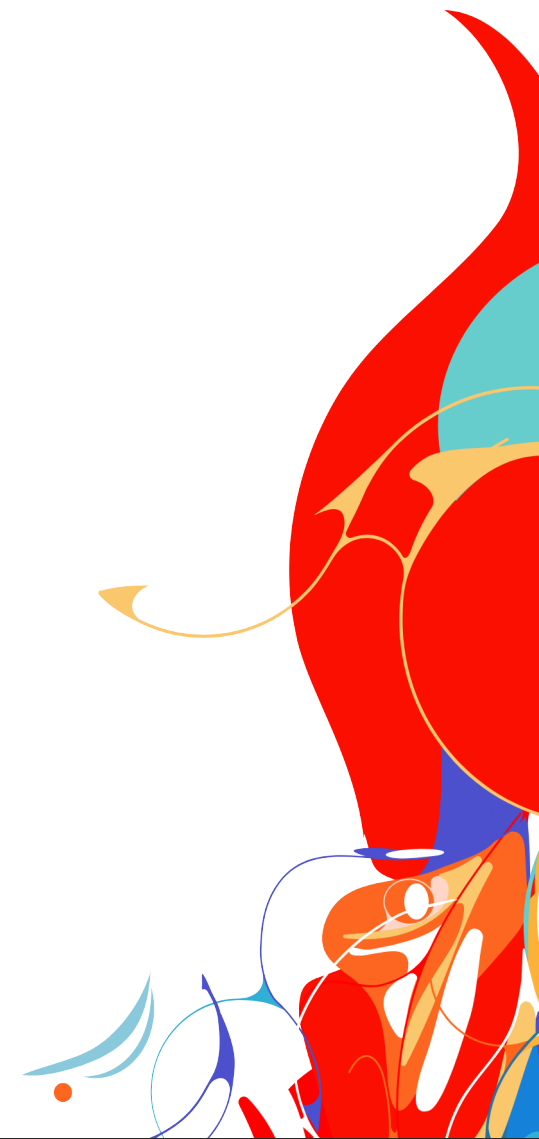
Access critical
communication

Fluctuations in
sales, service
and revenue

Remote
workforce



Shaping the new normal



Introduction

- COVID 19 pandemic has changed not just the way of doing business but also the customer beliefs and behaviour
- Customers' interaction with the organisation can trigger an immediate effect on their trust and loyalty
- Digital customer experience and marketing communication have to be at the forefront

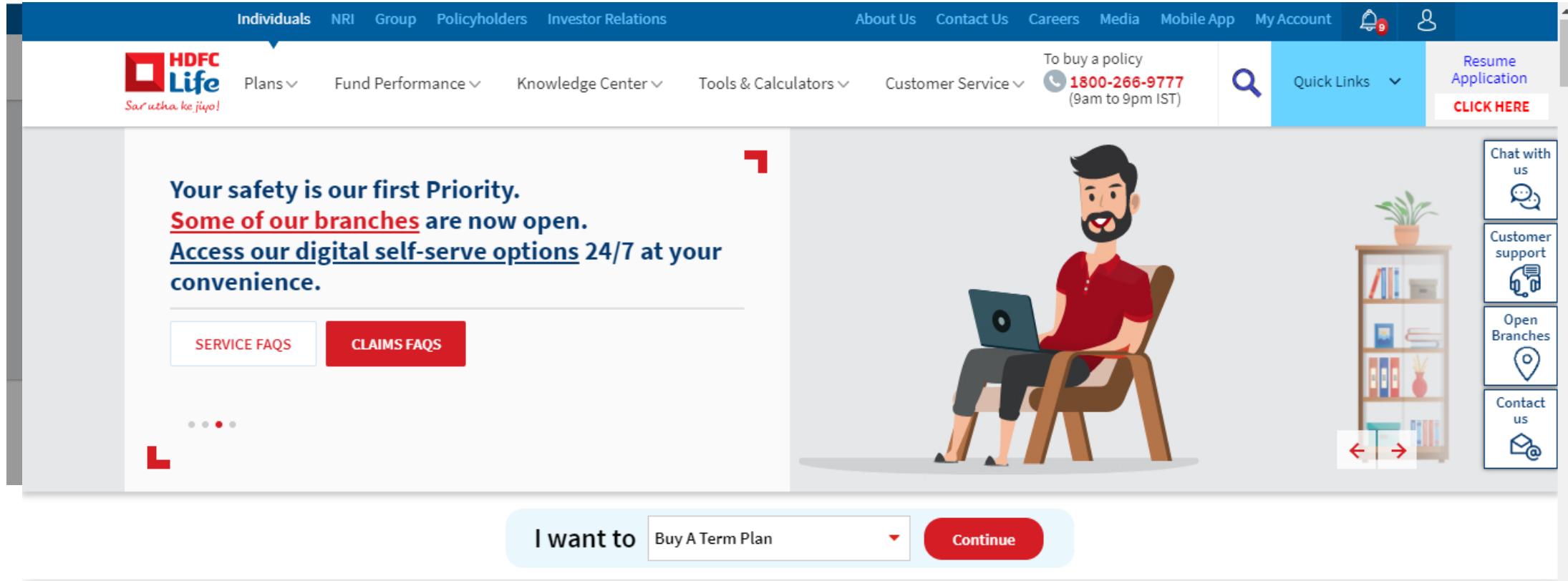


**Reach out quickly, respond
timely, focus on care**



Your safety is our first priority!

Digital customer service touch points, service and claim FAQs published on the first day of lockdown



Your safety is out first priority!

Digital customer service touch points, service and claim FAQs published on the first day of lockdown

The screenshot displays the HDFC Life website interface. At the top, a navigation bar includes links for Individuals, NRI, Group, Policyholders, Investor Relations, About Us, Contact Us, Careers, Media, Mobile App, and My Account. Below this, a secondary bar features the HDFC Life logo, Online Plans, Pay Premium, Customer Service, Make a Claim, Demat, and FAQs. A prominent banner for buying a policy is visible, along with a search bar and a Quick Links dropdown. A modal window is open in the center, titled "Your safety is our Priority", which lists various digital self-serve options available 24/7. The modal includes a "Download FAQ" button. On the right side of the website, a vertical sidebar offers options to Chat with us, Customer support, Open Branches, and Contact us. The background of the website shows a bookshelf and a potted plant.

HDFC Life
Sar utha ke jayo!

Individuals NRI Group Policyholders Investor Relations About Us Contact Us Careers Media Mobile App My Account

Online Plans Pay Premium Customer Service Make a Claim Demat FAQs

To buy a policy
1800-266-9777
(9am to 9pm IST)

Quick Links

Resume Application
CLICK HERE

Your safety is our Priority
Access our digital self-serve options 24/7 at your convenience:

WhatsApp on +91 8291890569
Email us at service@hdfclife.com; NRI customers: nrIService@hdfclife.com
Self-serve options on HDFC Life mobile app.
Call us at 1860-267-9999 10 a.m. to 7 p.m. Local charges apply

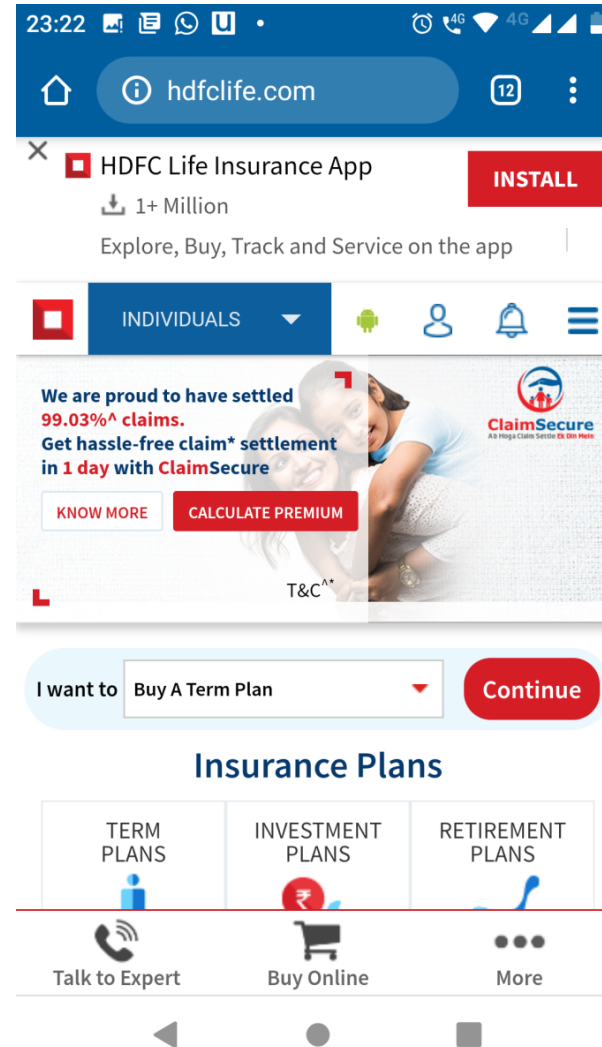
Chat with our digital assistant
Pay your premium online using Policy no. & DOB
Access myaccount.hdfclife.com for all policy service queries
For select services, give a missed call at +91 800 000 6609

Download FAQ

Chat with us
Customer support
Open Branches
Contact us

Mobile App placed at forefront as one stop solution

Policy servicing
Application tracking
Explore Life Insurance
Buy policies online



Reach out proactively and reassure – COVID 19 claims are covered

The screenshot displays the HDFC Life website interface. At the top, a navigation bar includes links for Individuals, NRI, Group, Policyholders, Investor Relations, About Us, Contact Us, Careers, Media, Mobile App, and My Account. Below this, a secondary bar features the HDFC Life logo, a search icon, and various service links like Online Plans, Pay Premium, Customer Service, Make a Claim, Demat, and FAQs. A prominent notification box in the center states: "HDFC Life Insurance Solutions cover COVID-19 claims". It explains that all product contracts issued by HDFC Life cover COVID-19 claims, subject to pre-existing medical conditions and policy terms. It also notes that riders issued by HDFC Life cover only critical illnesses specified in the policy, and hence COVID-19 claims will not be admissible. The background of the website shows a "Claims" section with the text "Ensuring peace of mind to your loved ones" and "Bereavement & Illness can drain your physical and financial resources. We are committed to be with you in your moment of need and assist you in the settlement process." There is also a "Watch How to make a life claim online" section.

HDFC Life Insurance Solutions cover COVID-19 claims

All product contract already issued by HDFC Life covers COVID-19 claims. The settlement of Claim would be subject to declaring all pre-existing medical conditions at the time of policy purchase and in accordance to the applicable terms and conditions of the policy contract and the extant regulatory framework. There is no such exclusion in policy contract

Riders already issued by HDFC Life covers only the critical illnesses specified in the policy and hence COVID-19 claims will not be admissible.

Purchase journey self-help assistance

The screenshot shows the HDFC Life mobile app interface. At the top, the status bar displays the time 23:28 and various icons. The browser address bar shows the URL 'insurance.hdfclife.com'. The app header includes the HDFC Life logo and navigation icons. A modal window is displayed in the center, titled 'Basis the information provided, below are the features of 2 Term Plans available with us. Check the features and choose according to your needs.' The modal contains two columns of information for 'HDFC Life Click 2 Protect 3D Plus' and 'HDFC Life Click 2 Protect Plus'. Each column has a green checkmark icon and a description of the plan's features. Below the descriptions are 'Choose & Proceed' buttons. At the bottom of the modal, there are two footnotes: '*Regular Pay means your premium paying term is equal to policy term.' and '*Varies depending on the plan option selected.' Below the modal, there is a link 'Need A Quick Guide to Term Insurance? Click Here!'. The main content area below the link contains two dropdown menus: 'What is your Educational Qualification?' and 'What is your Occupation?'. A blue chat bubble icon is visible in the bottom right corner of the app interface.

23:28

insurance.hdfclife.com

HDFC Life

Basis the information provided, below are the features of 2 Term Plans available with us. Check the features and choose according to your needs.

HDFC Life Click 2 Protect 3D Plus

✓ You get a fixed policy cover (till you are 85 years), when you choose regular* pay

Choose & Proceed

HDFC Life Click 2 Protect Plus

✓ You get flexibility in choosing policy cover starting from 5 years till you are 85 years*, when you choose regular* pay

Choose & Proceed

*Regular Pay means your premium paying term is equal to policy term.
*Varies depending on the plan option selected.

[Need A Quick Guide to Term Insurance? Click Here!](#)

What is your Educational Qualification?

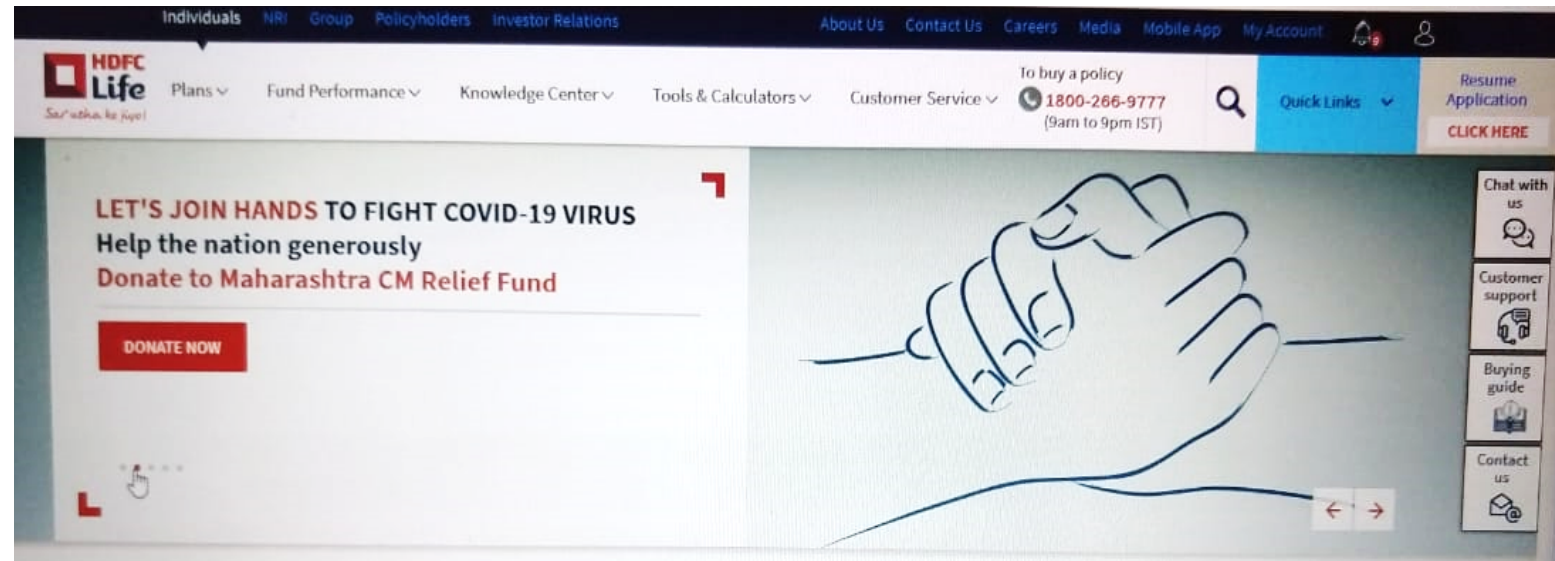
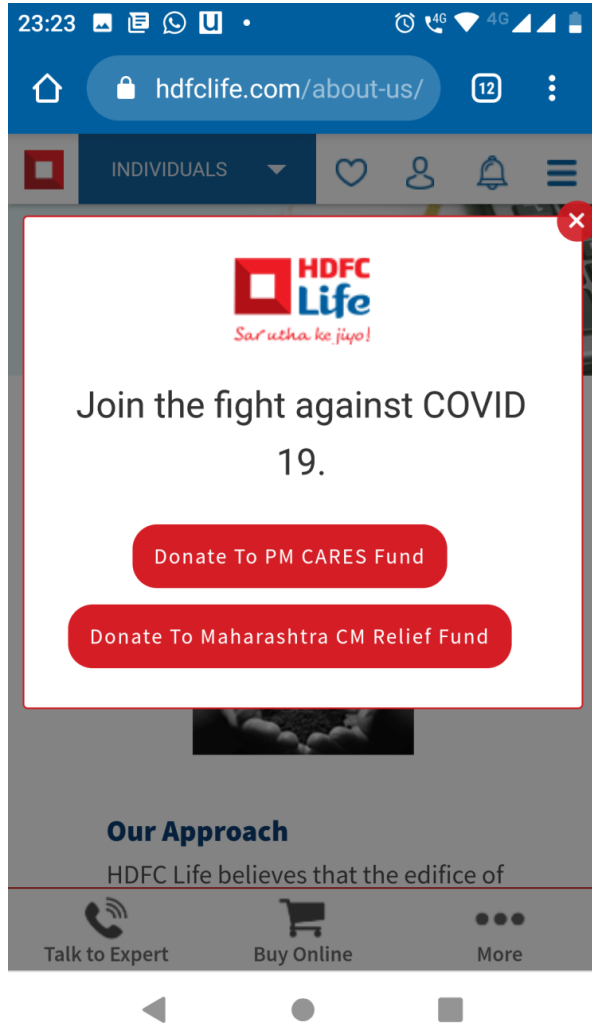
--Select--

What is your Occupation?

--Select--

Enabling customers to make informed decisions with the help of in-journey messaging

Participate and contribute to a greater good



**Marketing communication –
be a part of the customer life
and emotions**



Taking Right measures (pre lockdown)

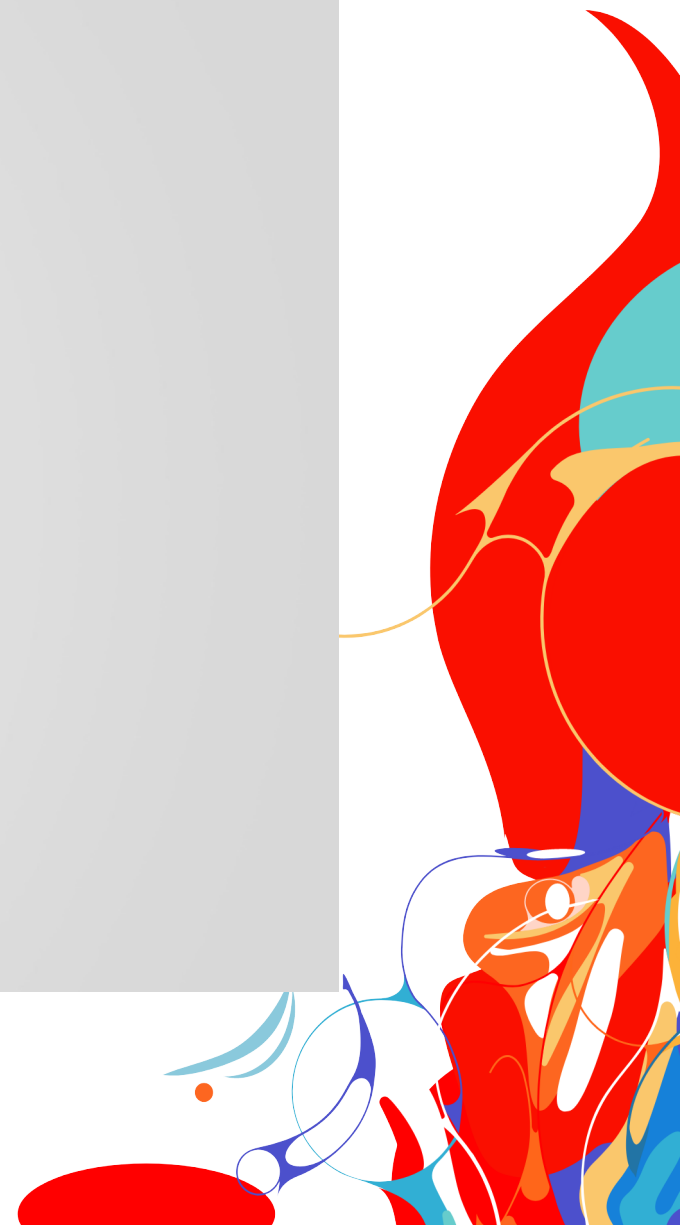


Phase One:

“Taking Right Measures” (March 2020)
Awareness-based creatives promoting
precautionary measures.

7x higher Click-through Rate

Social Distancing and lockdown guidelines (Lockdown)



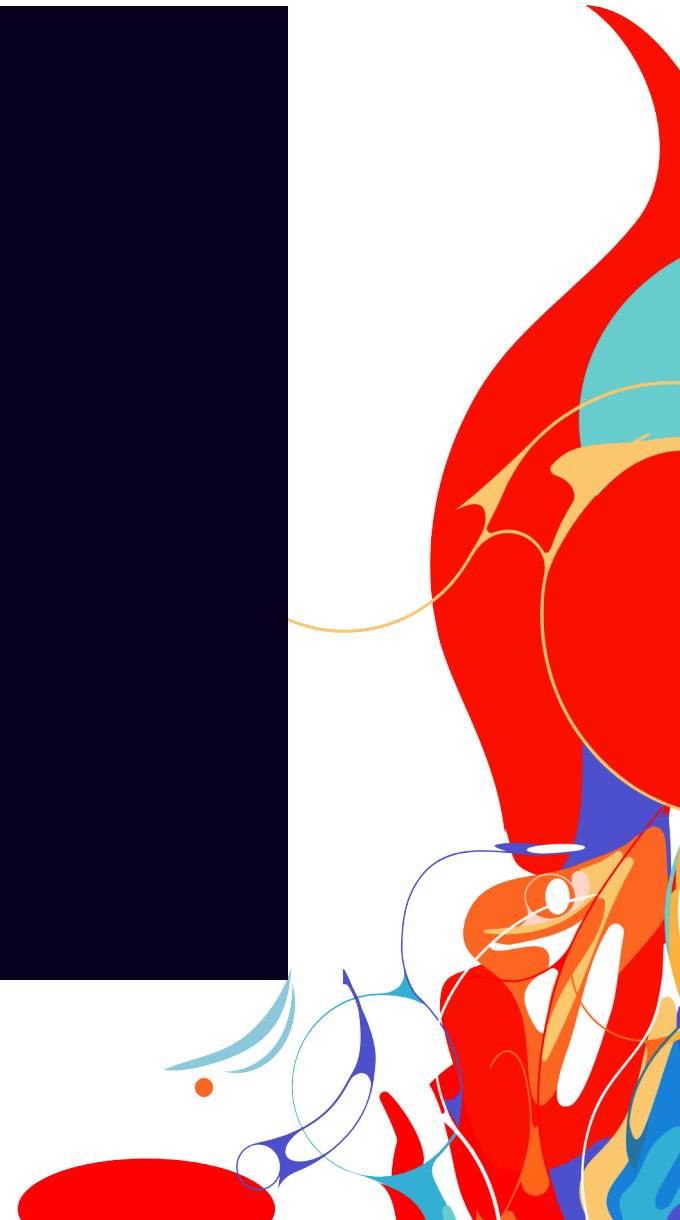
Importance of protection plan

Clean2Protect

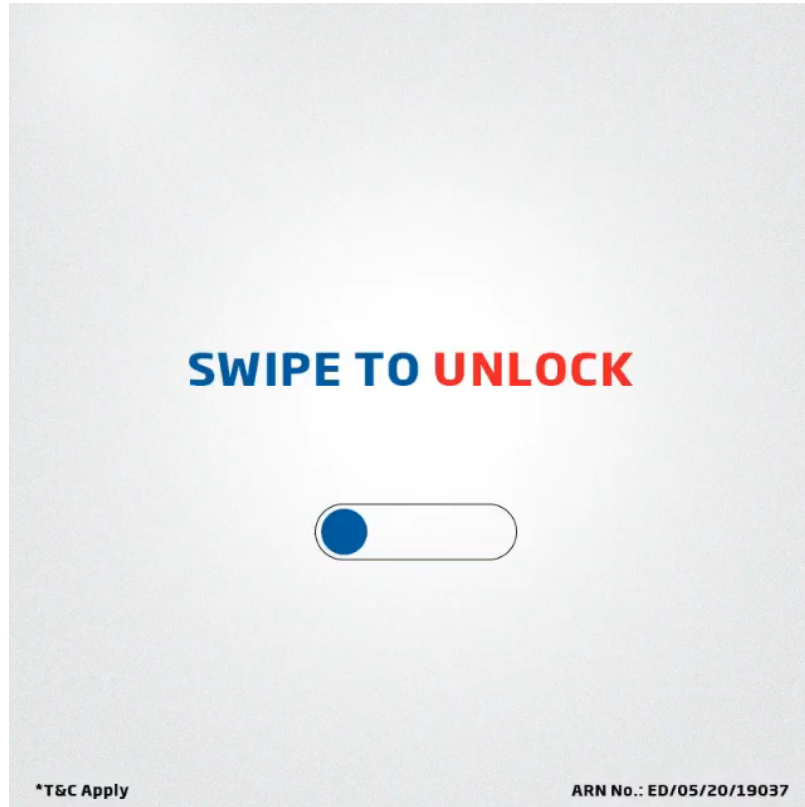


4x increase in Avg Clickthrough Rate

Stand United, light a Diya



Unlock & Aatma-nirbhar = financial independence

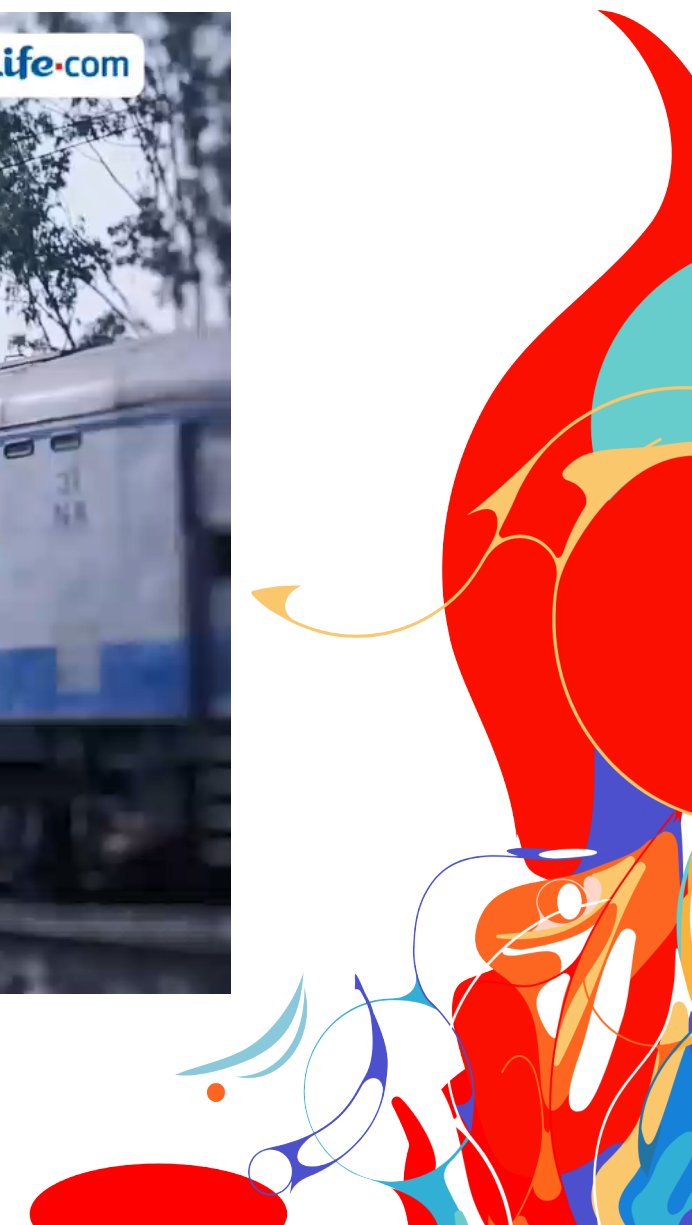


1.5x increase in Avg Clickthrough Rate

Restart & hope for the best



2.5x increase in Avg Clickthrough Rate



Conclusion

- COVID 19 pandemic might make long term impact on the way we interact with consumers and business models
- It is important that both customers and businesses rebuild their relationships, trust and loyalty
- Digital modes of communication and processes have to demonstrate higher level of customer care, experience and ease of interaction
- Marketing communication to adapt to a new normal – be a part of consumers life. Strike an emotional connect and grow with them
- Can easy adoption / migration to digital change the customer preference to digital?



