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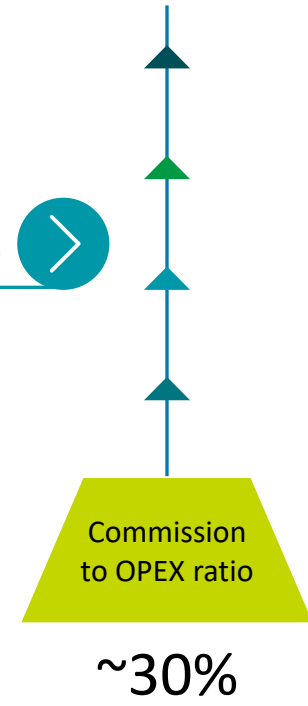
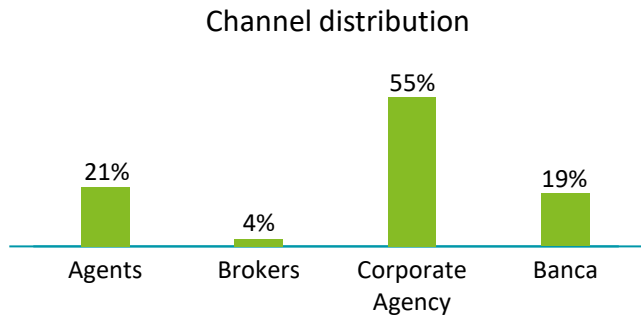
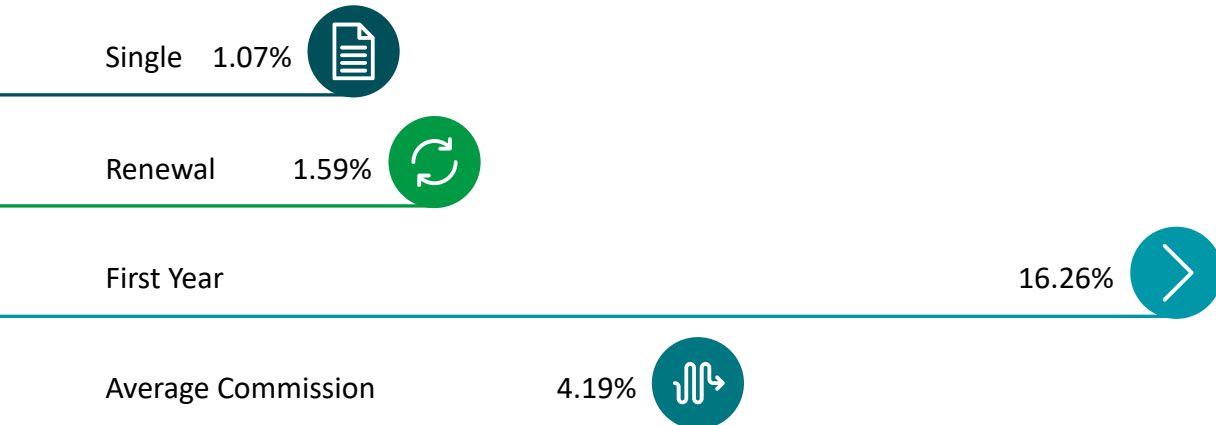
Sales incentive
planning in the
insurance industry

Sales incentives in insurance

How much are insurance companies in India spending on incentives?

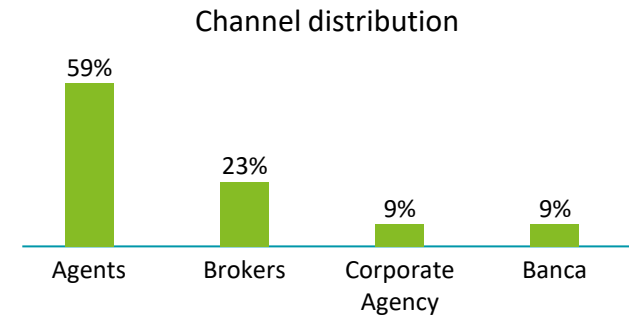
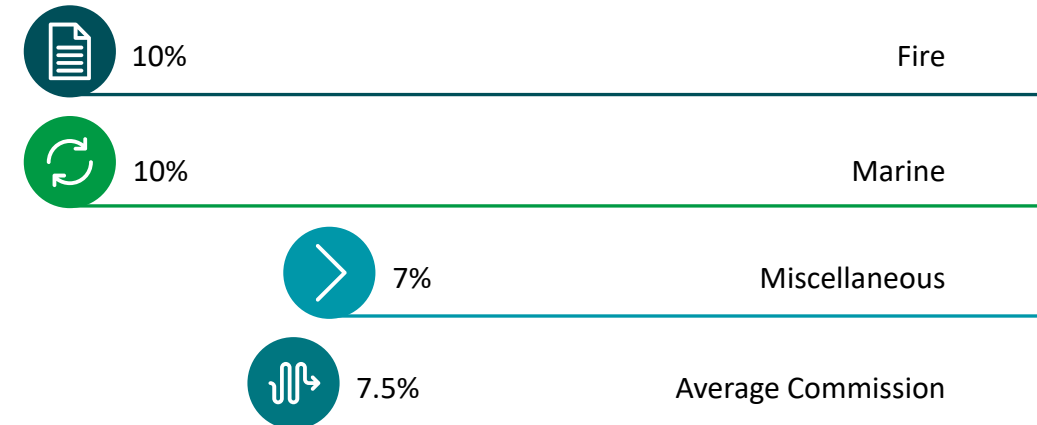
Life and health insurance

Average commission paid on direct premium*



General insurance

Average commission paid on premium**



*Source: HDFC Life, ICICI Prudential Life, Max Life (FY19 Annual Report)

**Source: New India Assurance, Oriental Insurance, Bajaj Allianz (FY 19 Annual Report)

Are your incentives planned to drive your organisations targets?

Incentive plans need to be tightly linked to the organisations vision and growth targets



The insurance industry in India is primarily human-intensive and the business is managed by numerous agents or advisors. Sales incentive strategy is a key lever that drives top-line revenue of an insurance company. Being able to structure multiple incentive promotions is an essential part to keep agents engaged and provide the company and product managers with more flexibility and agility to target strategic initiatives.

~25%

Agent churn out rate in life insurance*

~12%

of total business loss in life insurance is due to agent attrition from and within industry per research

Key reasons for attrition

- Poor commission structures
- High sales pressure

Need for robust Sale Incentive Planning

Sales Incentive Planning (SIP) in the insurance industry is not driven by product alone, but is a complex calculation



Key drivers in sales incentive planning

- Products**
(Life/ULIP/Health)
- Region/city/branch
- Business type**
(New/existing)
- Customer Base**
(13th, 25th, 37th, 49th, 61st m persistency)
- Customer type**
(Regular/defaulting)



100% charged sales force

*As per IRDA Annual Report

A robust solution framework for SIP

An effective sales incentive management tool enables quick and controlled design adjustments in a fast-moving business environment

A robust Sales Incentive Planning solution enables **organisations** to respond to today's requirements towards sales incentive management and maintenance.

Modelling of cost changes and results are important to enable sales managers to make fast and informed decisions.



Auditable data, processes, and results

Busy with data review, validation, and dispute solving? Benefit from a fast, reliable, and transparent data flow in using a SIP tool. Automatic tracking and documentation of modifications support your compliance management.



Leading practices on the menu

Time to replace the endless variety of excel sheets and locally grown solutions. Implement a SIP solution with ready-to-use leading practices across countries, business units, and roles to leverage success stories within your organisation and streamline operations.



Real-time performance tracking

In today's fast-moving world, employees and managers expect to be constantly up to date without rigid reporting formats and timelines. Moving SIP to robust platform allows a real-time performance tracking, payout calculations and what-if simulations – all reported in **customisable** dashboards.

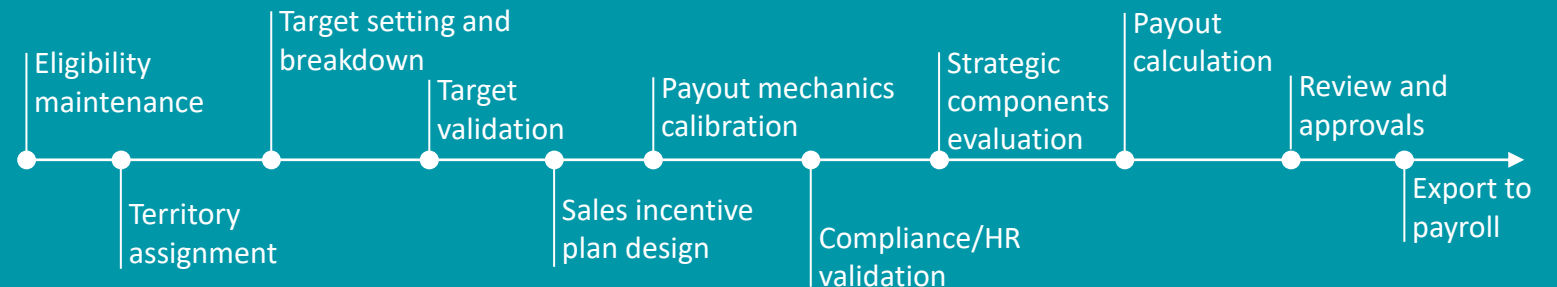


Changes with full transparency

You know that your sales incentive plan could use an **update**, but is the impact of **the change** too uncertain to **act**? With our SIP tool, changes are executed at the twinkling of an eye with transparent ROI and what-if ROI through scenario-based modelling.

Sales Incentive Planning

Effective sales incentive management from territory assignment and target setting to final payout calculation.



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