

# 'ICICI Pru's mobile payments facility a hit'

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Within two months of enabling its policy holders to pay premiums through their mobile phones, ICICI Prudential Life Insurance observed that this service has turned out to be a boon to its customers.

"The total premia receipt through the mobile has crossed Rs 20 lakh," its Executive Vice-President, Ms Anita Pai, told *Business Line*.

The company has partnered with mChek, a Visa certified system to enable its policy holders to pay their premium by sending an SMS and using their credit card.

The service is available to Airtel mobile service users only. Stating that the company was not really investing in technology, but facilitating

technologically advanced service, she said "even if 10-15 per cent of our three-lakh agent force or six million policy holders use it, it is a large use."

"The introduction of the webchat service to resolve policy related queries instantly is another hit, especially from a service perspective. The number of persons accessing our site has increased by over 400 per cent between last year and now," Ms Pai added.

"We figured that a large number of policies were unit linked (NAV based). So we introduced the SMS pull feature, by which a policy holder can get the NAV by sending an SMS and stating his policy number. We receive over two lakh hits every month," she said.