

# Liberty launches Risk Revealer game

Liberty has launched a web-based tool that allows potential and existing clients to calculate their level of lifestyle and accidental risk. The decision to develop the Risk Revealer tool was based on the growing trend of 'gamification' internationally and in South Africa, as well as the need to add value to clients.



"Risk Revealer is another innovation that puts a completely different spin on the concept of consumer education around risk protection needs," says Nicholas van der Nest, divisional director for Risk Product Management at Liberty. "The tool provides a superb user experience and delivers an exciting opportunity for existing and potential clients to gain knowledge around their risk in a fun, interactive, yet educational manner."

## Avatar is created

Risk Revealer consists of 20 questions and clients are required to complete these questions that centre on their lifestyle, family life and the travel choices that they make every day. However, unlike traditional insurance questions, the Risk Revealer questionnaire is a fun, innovative and sophisticated game. As questions are answered, an animated avatar is created and starts taking on the characteristics of the details provided such as BMI, age, exercise routine, mode of transport etc.

At the end of the game, clients are able to share their personalised avatar with all of their friends on Facebook, and see whether they qualify for a discount for cover, based on their risk profile. They are also able to benchmark their level of risk against everybody else that has played the game. However, Van der Nest warns that the tool does not replace the need for a Financial Adviser, but serves to enhance the customer experience.

"South African consumers are increasingly turning to the internet for first-hand information, and this will help them to gather pertinent information in a fun, interactive way. They will still need to discuss their financial needs with an accredited Financial Adviser," he notes.

To play the Risk Revealer, go to [www.LibertyRiskRevealer.co.za](http://www.LibertyRiskRevealer.co.za).

For more, visit: <https://www.bizcommunity.com>