

Dialdirect is giving away free data

Dialdirect is claiming to be the first insurer to offer customers data to manage their insurance policies online. South Africa has 23 million smartphone users and 57% of all internet traffic comes from mobile devices*. It's predicted that by 2019, there will be an estimated monthly data consumption of 7GB**.



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Dialdirect Insurance is responding to this growth in mobile penetration with an industry first - 500MB of data for customers to manage their insurance policies online.

With this data, customers can activate their online account profile, update their risk information, manage their insurance policy, download policy documents, read their policy book, navigate to inspection and assessment centres, upload inspection and tracking device certificates, access emergency contact numbers, submit a claim online and chat to an insurance consultant online. To earn data, customers will be asked to activate their online account profile and confirm their risk information.

"Self-service is the future of customer service and companies who don't offer a do-it-yourself solution will fall short. It's the age of ease and today's consumer wants control. Giving customers the power to go online and manage their policy also has cost saving and risk mitigating benefits because much like computer backups, your insurance is only as good as your last update," says Warwick Scott-Rodger, head of Dialdirect.

**Kleiner Perkins Caufield & Byers' (KPCB's) "Internet Trends 2015" presentation*

*** Cisco's Visual Networking Index forecast for 2014-2015*

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