

# HR INNOVATION AWARDS

*Interventions for productivity enhancement and efficiency*

*Date: 22 Aug'24*

Future Generali India Insurance

# METHODOLOGY

Structured training programs

Monetary incentivization

Rewards and Recognition

Structured Performance  
Management

Best in class employee benefits

# TRIATHLON HOLISTIC SALES TRAINING INTERVENTION

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Despite multiple trainings, there was a gap seen in sales revenue and increase in sales funnel

Incorporation of best practices from Generali group

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This is a structured training program which focusses on 3 tier learning system followed by assessment and certification

- Brochure level Understanding
- Beyond the brochure
- Presenting to inside & outside

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All target employees are covered especially across Health, Motor, Property and Liability insurance.

Major focus is on retail health Indemnity as business has a focus on making health portfolio as the largest

## TOPICS COVERED

- Domain Product know how
- Comparison against other products

Functional



- Ability to execute
- Business Planning
- Channel Mgmt
- Conflict resolution

Behavioral

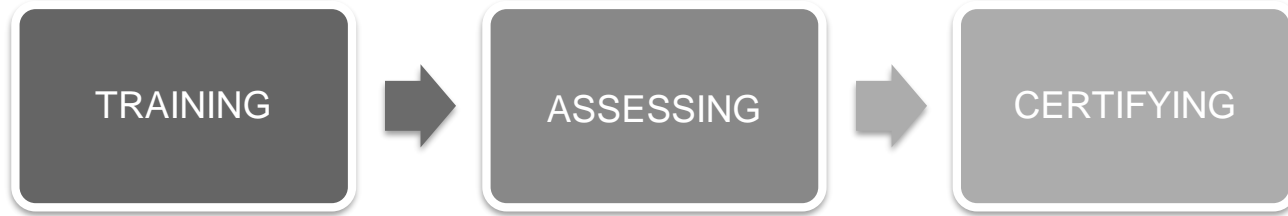


## INSURANCE IS A SUBJECT MATTER OF SOLICITATION

Purpose of the training series is to ensure

- high degree of contract certainty
- better conversion ratio
- selling through establishing a higher degree of customer faith and delight

## HOW DO WE ASCERTAIN COMPLETENESS OF LEARNING PROCESS



- Assessments are done on LMS through proctored assessment process
- Certification against each level of knowledge understanding

# TRIATHLON MEASURE OF SUCCESS



# SALES INCENTIVE PROGRAM EXCEL TO ACHIEVE, REWARD TO SUCCEED

## WHY

In this dynamic world, driving higher sales revenue through motivated personnel needed incentivization

## WHAT

Monthly incentive program based on a mathematical formula to increase GWP, optimize loss ratio, improve recruitment outcomes, and streamline policy activation processes

## WHO

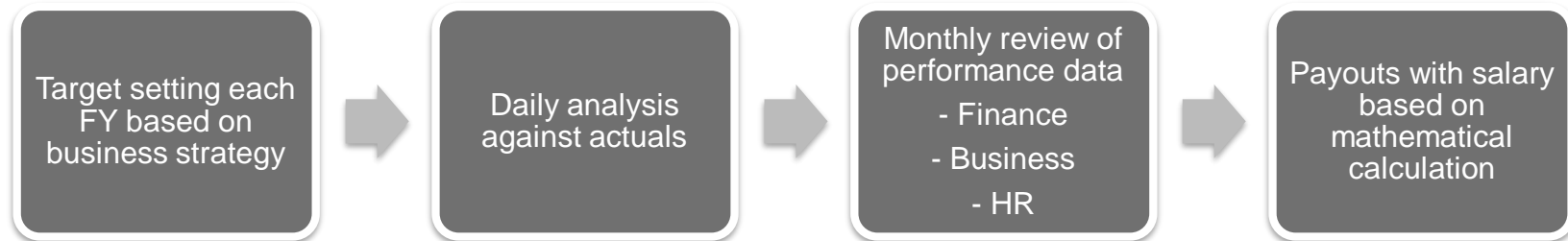
All sales employees includes onroll +offroll

# SALES INCENTIVE PROGRAM INNOVATION

While the purpose is to incentivize and motivate employees, the process also adds value to:

- Linkage of automated KRA dashboards to get target vs actual real data points
- Career growth and promotion of employees
- Retaining efficient employee base while bottom slicing the underperformers, ie, Increase in involuntary attrition

## HOW DO WE ASCERTAIN METRICS OF THE PROGRAM



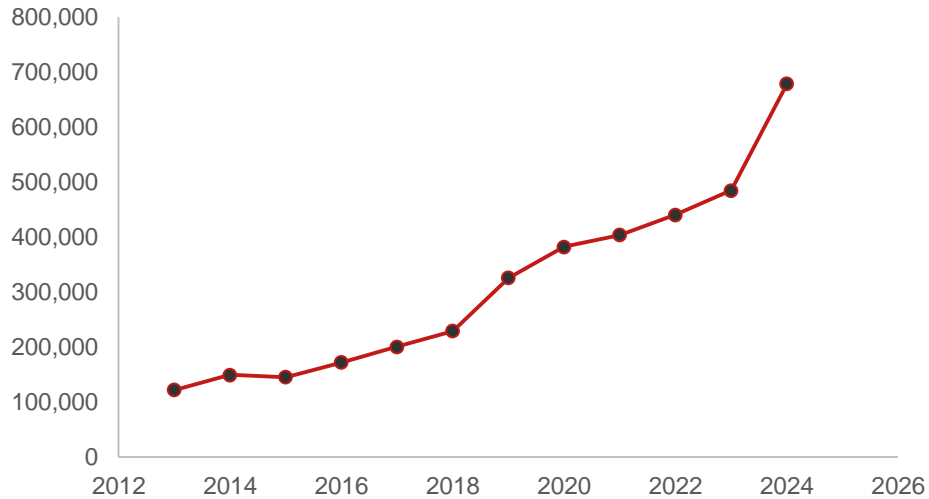
# SALES INCENTIVE PROGRAM MEASURE OF SUCCESS



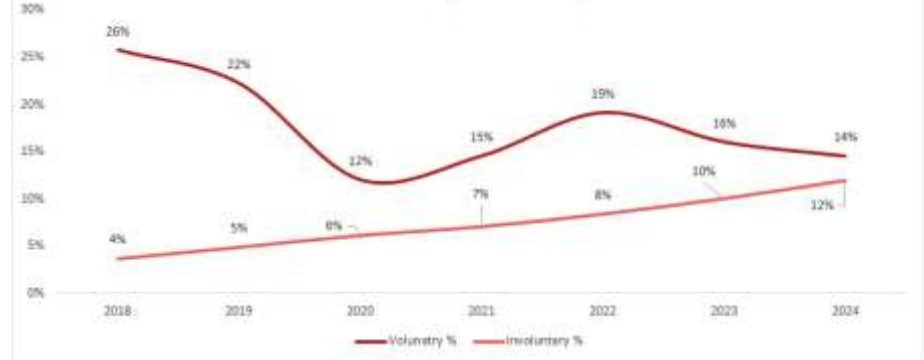


# MEASURE OF SUCCESS

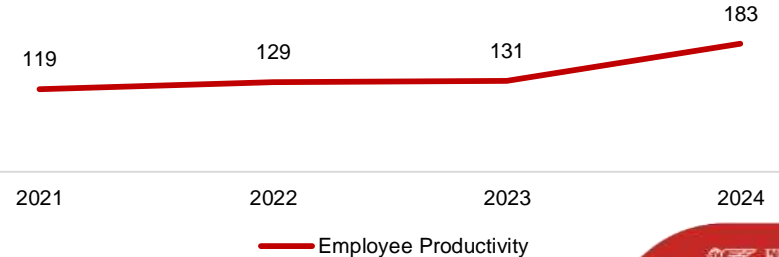
GWP (in lacs)



FGII Voluntary vs Involuntary



FGII Productivity Trend





**THANK YOU**