

A Clarion Call to Gen Y & Z

A big part of life and financial stability is to ensure that you or your family has the resources needed when tragedy strikes, and the younger you start, the finishing line gets nearer. *By Kevin Jones*

Malaysians are generally an under-insured lot, when compared to their counterparts from Singapore, Hong Kong, South Korea and Japan, according to the Protection Gap Study commissioned by the Life Insurance Association of Malaysia (LIAM).

There are many reasons why Malaysians may not be insured. For one, some may have the perception that insurance is expensive, and is something that they can't afford just yet. Those of the younger generation may think that insurance is only meant for older folks who are out of shape, and not for the fit or the healthy.

The truth is, everyone is able to afford insurance, if you pay for just what you need. For example, a basic protection plan for a 25-year-old

female starts from as low as RM9.85 per month for RM100, 000 coverage – less than what some might spend on a meal.

As one of the pioneering group of insurers in Malaysia, the Malaysian Cooperative Insurance Society (MCIS) was formed 61 years ago, and the company has evolved with time to what is known as MCIS Insurance Berhad (MCIS Insurance) today.

From its humble early days of formation, MCIS Insurance has been working tirelessly to penetrate the average Malaysian mass and middle income customer segment.

As 'Generation X' began to see the unique benefits of insuring with established Insurers, it became increasingly clear that there was opportunity and relevance to the growing rural and urban marketplace in that, protection, savings,

investments, retirement and other insurance solutions. These were not just sought after, in fact, it forms a crucial requirement to well-protected families forming local communities and society at large.

While the scope of the needs of the target customer segment have undoubtedly taken a slant toward more exciting, contemporary and rewarding products, the same is evidently still true as MCIS Insurance continues to stand with the society to deliver insurance solutions in an ever relevant environment.

Registering positive growth over these many years, companies such as MCIS Insurance was able to attract and woo the eye of their international partner Sanlam Group, who, having inked the partnership in mid-2014 has signaled stability and the continued strength needed to



Kevin Jones, CEO of MCIS Insurance Bhd

move into the future.

Sanlam Group's multi-market knowledge and distinct corporate culture along and with the hindsight of

MCIS Insurance's rooted strength in the Malaysian business climate lends confidence to all stakeholders.

Further to its strategic partnership with Sanlam Group, MCIS Insurance in March 2015, transferred its general insurance division to The Pacific Insurance Berhad, to pave the way for the business to fully focus and specialise on life insurance offerings to individuals, groups and organisations.

A more drastic change in the industry may need to occur before the needs of Generation X can be addressed. Large mutual insurers are still pushing whole life policies as the driver of their life insurance business, and the product may just be too antiquated.

To achieve this, many companies have lined up exciting initiatives ranging from product innovation to intensified agency recruitment to expansion of alternative marketing channels.

Realising this, life insurance product such as the 'Premier Flexinvest', launched in August 2015, is aimed to attract the gen X and Y with innovative solutions.

The company is now experiencing the achievement of double-digit growth numbers in terms of new business in 2015 (compared to the same period in 2014) and will continue to retain a balanced

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investment portfolio with exposure into equity and government linked securities, among others and is in financially strong position to support new initiatives in the pipeline for 2016.

The life insurance industry is poised to remain resilient as fund managers remain reasonably cautious and MCIS Insurance concentrates on its commitment to educate customers on the need to prioritise protection. Now an industry player among the Top 12 range in terms of market share, MCIS Insurance aspires to take its rightful position soon to leap towards the Top 5 positioning over the next few years.

BRAND NEW CHANGE

Come 2016, customers can look forward to some innovative products packaged in a specific, need-based method to reach out to our target audience. Through these offerings and attractive career benefits, we are also reaching out to Gen Y & Z to join our growing agency force to make life insurance a choice career.

Within 2016, the company expects to also reflect a brand new change that cements the new partnership with Sanlam, one that will propel the company into the future as a significant life insurance player.

As the leader of this fast growing, Malaysian brand life insurer, MCIS is also looking to leverage upon the Government's vision to realise 75% life insurance penetration rate by


year 2020.

The hardworking team at MCIS Insurance is hot on the expansion trail to recruit more Gen Y & Z to its agency workforce.

Realising that 90% of senior agents attached to the company have stayed loyal to the company over the decades, MCIS Insurance is now embarking on a dedicated mission to recruit and engage a younger sales force, with emphasis toward the Chinese market.

To achieve this, the company has taken giant strides to ensure that the rewards offered to all performing agents commensurate with their achievements.

Don't fall for the argument that if you are young and without dependents, you may not need life insurance. There are many reasons why you should buy insurance when you are young to lock in a low premium as the insurance premiums are determined by your age, gender and risk classification.

You may no longer have a need for life insurance if you are older with no dependents, have saved enough to provide for the needs of yourself, your spouse or partner and to leave a legacy. 

Kevin Jones is the CEO of MCIS Insurance Berhad a member of the Sanlam Group, and a leading insurer acknowledged as an innovative provider of services and solutions for our customers through a culture of excellence.