

CASE STUDY

# Star Assurance

PHASES OF PROJECT;

Phase 1: Digital Collections  
for Star Assurance  
Phase 2: Communication Tools

TEAM MEMBERS

# 4

## Objective:

1. Digitalise collection of premiums at Star Assurance to reduce walk-ins.
2. Provide communication tools for Star Assurance to stay in touch with customers.

## Problems solved

1. Star Assurance has migrated over 40% of premium payments to digital channels i.e USSD, Slydepay, Star Assurance App, Banks and Cards.
2. Reduced walk-ins to pay premiums in branches.
3. Increased customer satisfaction.

## Duration

Contract signing and set up were finalised within 10 working days.

## Quote from Client

Working with DreamOval to enable digital payments for our online clients and enable communication tools has helped reduced general walk-ins to our branches. It has made life simple for our customers and helped us to constantly keep in touch and keep updated.

Lady Rev. Bridgette  
Head of Alternative Distribution Channel  
Star Assurance

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