

The Customer's Responsibility In A Life Insurance Contract

Interviews

Geminia Life
Learn It!

Exciting
Stories



Word Out

Nancy Gitau - Head of Retail (Financial Advisors)

You, our customer is a very valuable part of our business, and we love to share information with you. Part of this information is what your responsibility is in a life insurance contract. The customer's role ranges from the most basic duty (to fill the proposal form correctly) to other more subtle ones like paying premiums promptly; updating us on any change of information such as marital status, occupation, health, and location. More importantly, you have the responsibility to take care of yourself by living a healthy lifestyle.

Editor's Desk

Welcome to yet another edition of *The Geminia Gong*, our informative and well-researched quarterly Newsletter. In this issue, we focus on the customer's duty in a life insurance contract. Just like the insurance company, a customer is required to perform certain duties for the long-term insurance journey to be a success. We also bring you other interesting material such as jokes, interviews and a puzzle. Happy reading...

Thinking of a way to hand down a legacy to generations to come?
Get our Whole Life Policy

Talk to us **0709 551 150**



Are Customers & Life Insurers tied at the Hip? To be or not to be involved; That's the question.

Often it is believed that upon taking up a life insurance policy, one's duty is done. That all one must do is faithfully pay premiums, wait for the years to pass and "hope" that their payment will come as promised. Hope, because it is an open secret that most people still have little faith in promises that last as long as ten or so years! Well, that is a story for another day, today we need to ask, what must a customer do in the course of time as the policy continues to grow?

This discussion assumes that most of us are aware of the more visible customer activities, especially at the policy sign-up stage and so delves into the more subtle ones. In the initial stages, for example, most customers know to survey the market, compare offerings to find a solution that answers their needs best; identify a life insurer whose philosophy of business aligns with their own. Most customers also know to gather all the documents required to sign up for an insurance cover, go for medical examinations (sometimes), eventually pay premiums, and fill up the proposal form, which is the official application for insurance. These activities are often done without qualms.

The most forgotten phase is after the policy starts (also called policy inception, in insurance lingo). Although most of these forgotten duties are captured in the policy document, some are not. We have put together a short list of customer duties, what you would call "good practice". Here are a few:

- Read the policy document and seek clarification where you feel you do not understand.
- During the policy, communicate any material changes such as changes in beneficiaries, marital status, occupation, change in remittance method, loss of income, among others.
- Take care of yourself as if you are not on a life insurance cover. Live life with utmost care, so that your benefits are payable to you at maturity, while you are alive, if this is something you can control. It is bad faith to parade oneself in danger, just because you have a life insurance cover.
- Check in on your insurer and the status of your policy from time to time: How is the company doing? Is it growing? Are they keeping you posted on the developments? What new products do they have? What returns did they declare? Remember, with the Data Protection Act (2019) organizations may be shy to send you a lot of information.

So, dear customer, become a partner in the journey to securing your financial future.



Kuna life after campo kweli? Anza kusave na our **Twinsave Plan**

Talk to us **0709 551 150**

Person Of Interest

Meet Godfrey Mwiti ,

a Business Development officer at Geminia Life Insurance. He talks to the Gong about his role at the company and who he is, outside the office.

Who is Godfrey?

(This one is tough) But I would describe myself as a hardworking person, who loves fun and likes to challenge myself to new experiences. I am also a people's person.

How did you find yourself in the insurance space?

Well, this is a career path I have always wanted to take. I have a Bachelor of Commerce with a specialty in Insurance. I have been in the industry for about 4 years now.

When did you join Geminia Life Insurance?

I joined in March 2019 as an intern. I was tasked with data clean up as our ERP system, TQ (TurnQuest) was going live. I took that opportunity to learn about products, the business processes, and thankfully I was absorbed as an employee.

What inspired you to get into Business Development?

Growing up, I developed a passion for serving people, they say 'Service to God is service to humanity'. On my daily engagements as a corporate servicing officer with different intermediaries, I always had that urge to build a good rapport with them which transitioned to the career that I enjoy doing. I took a detour in underwriting to obtain knowledge on the different products that we offer as a company to make it easy for me to sell.

It is said that Zoomers (Generation Z) deal with a lot of pressure e.g quarter life crisis, how do you cope?

Haha, I am not a Gen Z but I have interacted with them. I am sure at some point in life we all have encountered quarter life crisis, the anxiety that comes with it (Or is it just me?). I do a lot of self-reflection and introspection and see if my goals and efforts align. I also like to seek support and learn from my mentors. When there is pressure, I just press pause (Laughs)

How has your journey been in Business Development?

It has been intense (laughs some more). I am always motivated by the synergy that the team has. That is Group life, Credit Life and Pensions teams. I have discovered that there is an opportunity to learn more, network and better my communication skills. Shyness gone! Ahahaha

How was it transitioning from internship to your current role?

I have always aspired to leave a positive impact. So the transition was smooth. Having worked in different departments, from Agency servicing, Customer Experience to Underwriting & Corporate Servicing, I can now say I am well rounded (Smiles).

What are the greatest lessons so far?

Change is inevitable and being open to it allows for personal growth and new opportunities. Embracing flexibility and adaptability helps navigate life's transition with resilience and optimism.

What do you do when you are not working?

I am an ardent Arsenal Football Club supporter and I participate in charity events sponsored by the Nairobi Arsenal fans movement. Hahaha I know you didn't know that existed). I also enjoy reading books. My current read is Spenser Johnson's Who Moved My Cheese. (It is about adapting to change)

What is your aspiration?

I always aspire to be a better person than I was yesterday. I compete only with myself (rubs chin)



MITIGATE

Geminia Life Learn-It

Did you know that as a policy holder you have a responsibility to mitigate risk? This means that you should take precaution, live like one who does not have the backing of a policy. You can do this by living a healthy life to avoid exposure to lifestyle diseases or other risks that may pose a threat to your life. Also, avoid fraudulent cases that may lead you to lose legality of a claim.

Agent's Corner

We got a chance to chat with Richard Ojendo Omollo, an automotive engineer by training, a sales agent by practice. His vast experience in the insurance industry has helped hone his skills as a financial advisor. He lives by the Mantra, 'Your presence is the most precious gift you can give someone.'

Often referred to as Ojey by his peers, he loves to swim when he is not selling or visit children's homes. 'This reminds me of the humility, humanity and what people go through to be who they are, he says.

But how did his career start? Well, in his usual articulate manner, he confirms that this happened by accident as he never envisioned selling insurance. His sales career started at one of the local insurance companies prior to joining Geminia Life Insurance in June 2021. He refers to this as the sweetest mistake of his life. He takes pride in his elevation from a team leader to an agency manager and now a regional manager. Sitting at Geminia Plaza, Upper Hill, he oversees five branches. His vision is to grow this number to twelve branches.



He credits his success as an insurance agent and leader to the knowledge he has gained through trainings at Geminia Life over time and several people he has encountered along the way. 'First is Grace, a former colleague. She is a lady with a never dying spirit. From her I learnt the art of patience and persistence. Secondly, Mr Mbui my first ever Unit manager. Mr Mbui always encouraged me to keep moving forward even when I felt like I had reached a dead end. This was a man who would stand firm with his word and from his hands he developed so many leaders in the industry. Madam Njeri Njomo, my former boss who taught me a lot about leadership. Mr . Acham and Mr. Wang'endo who saw the potential in me and gave me the opportunity to wake up the sleeping giant. My family and friends who have always been by my side. Finally, Dr. Peter Gichuru, the MD of Geminia Life, who has made me the person I am,' he says.

Like any other person, Richard has had a share of lessons, challenges, and successes. He says that being a financial advisor is not easy. It needs a lot of discipline, focus, persistence, patience, and continuous training.

Parting shot

Always take those risks that seem impossible and do your part. Never stop learning. It's the only door to gaining knowledge. If you are looking for a job just walk to the nearest insurance company and ask for a sales job. It is an amazing career.



Jokes Jokes

- 🤔 What do dentists call their x-rays? Tooth pics!
- 🤔 Why did the bullet end up losing his job? He got fired
- 🤔 I took the shell off my racing snail, thinking it would make him faster. But if anything, it made him more sluggish.

The Customer Inside

As we dedicate this edition of Geminia Gong to 'Customer's Responsibility' we had a one-on-one with three Geminia Life employees who are customers by virtue of taking up policies with Geminia Life Insurance.



Felister Njeri Kibue -Customer Experience Assistant.

Time at Geminia Life Insurance – 2 years

What motivated you to take up a policy with Geminia Life Insurance?

As a young person I wanted a long-term product that provides safety and liquidity for my idle cash. So I went for the Twinsave Investment Plan which offers a dual benefit of life insurance and wealth accumulation through regular investing. I was also motivated by my own goals and milestones. A life policy helps me to save and accumulate the funds towards boosting a family business and as well as supplementing my income during that time.

How has this impacted your life?

A life policy has enabled me to have a consistent saving habit. I have a direct deposit making it easier to save and avoid all temptations to spend.

Parting Shot?

The most important decision one can make is to get in a habit of saving regardless of age. Anza Sasa!



Collins Ngeno - Underwriting and Reinsurance officer at Geminia Life Insurance.

Time at Geminia Life Insurance - 2 years

What motivated you to take up a policy?

First, I wanted a policy that would reduce the burden that comes with the future Education expenses for the kids, even though I had not gotten married at the time. Due to the flexibility of the various products offered by Geminia Life Insurance, I decided to take up an Endowment policy which I was going to convert later to an education policy to serve my initial plan. So far, the options are still available.

How has this impacted his life?

I feel secured knowing that I have a fund which can be utilized incase of misfortunes and my loved ones are assured as well. I can also obtain policy loans and most importantly I look at it as a prudent method of financial saving when all other available tools of savings fail.

Parting Shot?

Life insurance products offered by our company are the best in the industry and I would encourage every individual to consider setting up a policy with us.



Edith Njeri - Customer Experience Officer

Time at Geminia Life Insurance - 3 years now

What motivated you into taking up a policy with Geminia Life Insurance?

I took up an Edmaster Education policy to save up for my daughter's education. I needed the assurance that her education will be taken care of should anything happen to me (although I pray that nothing does). The staff discount was a plus. You get more for less.

How has buying life insurance impacted your life?

Peace of mind that comes with knowing my child's future is secured, financial discipline among others.

Parting Shot

Life is for the living.

Crossword puzzle

Find words below that are commonly used in the life of a Life Insurance Customer

B	E	N	E	F	I	C	I	A	R	Y	T	S	N
H	N	W	M	M	N	A	G	I	L	E	T	U	O
S	D	S	P	U	Q	U	O	T	E	Y	E	I	I
S	D	S	P	U	Q	U	O	T	E	Y	E	I	I
C	U	I	T	C	M	A	I	C	N	T	A	S	A
U	T	F	H	N	Y	U	E	M	C	R	T	E	C
R	C	E	E	E	S	T	S	U	L	O	U	N	I
I	U	N	T	I	E	H	O	I	U	W	R	I	N
T	I	E	I	C	R	E	P	M	S	T	I	P	U
Y	R	B	C	I	V	N	R	E	I	S	T	P	M
Q	I	F	C	F	I	T	U	R	O	U	Y	A	M
A	I	T	M	F	C	I	P	P	N	R	N	H	O
L	M	E	E	E	E	C	I	R	H	T	R	S	C
E	N	D	O	R	S	E	M	E	N	T	C	P	N

- QUOTE
- ENDORSEMENT
- EFFICIENCY
- INCLUSION
- BENEFICIARY
- MATURITY
- PREMIUM
- EMPATHETIC
- SECURITY
- PURPOSE
- HAPPINESS
- COMMUNICATION
- AGILE
- BENEFITS
- SERVICE
- AUTHENTIC
- TRUSTWORTHY



Power your child's dream with our **Edmaster Education Plan**

Call **0709 551 150**
Email: life@geminalife.co.ke

PHOTO DUMP



Photo 1-4
Geminia Life Insurance team and Red Cross Society of Kenya staff (our client), in a meeting at their head office in Nairobi. We paid a visit to officially launch a Group Life cover for their team to ensure that as they serve and uplift livelihoods and confront emergencies, we ensure their financial future is secure.



Photo 5-6
Geminia Life staff pose for the International Women's Day Campaign.

We're now on WhatsApp
for Business **0700 053 128**

ABOUT GEMINIA LIFE INSURANCE

Geminia Life Insurance Company Limited is a Kenyan-owned Life insurance company that provides responsive Life insurance products and services. The life business started its operations in 1992 as an offshoot of Geminia Insurance Company, that was incorporated in Kenya in July 1981. It transacted Life business under the umbrella of the parent company until November 2020 when the company demerged its short-term and long-term business to create a separate entity, Geminia Life Insurance Company Limited. The company which has an asset base of over Kshs. 3.5 Billion as at December 31, 2022 has distinguished herself in the market for its clients service standards, especially through delivery of personalized services for years.

Feedback? Call 0709 551 150
Email: life@geminalife.co.ke
WhatsApp 0700 053 128

www.geminalife.co.ke

  @Geminalife    Geminia Life Insurance