



Swiftbrokers

TRAVEL INSURANCE FOR DIGITAL BANKS

Click. Travel. Stay Covered.

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INTRODUCTION

- Easypaisa Digital Bank is a leading financial service platform with a broad user base.
- The initiative will be fronted in PAKISTAN through Crescent Star Insurance Company, ensuring credibility and trust.

PROPOSAL OVERVIEW

We propose two key approaches to integrating travel insurance within the Easypaisa Digital Bank ecosystem:

1. Free Travel Insurance for Category A Members

- Easypaisa Digital Bank will purchase travel insurance at a very low cost.
- This insurance will be offered for free to Easypaisa Digital Bank Category A members as a value-added benefit.
- Enhances Easypaisa Digital Bank loyalty program, driving higher engagement and retention.

2. Travel Insurance Sales via Easypaisa Digital Bank App

- A dedicated link will be published on the Easypaisa Digital Bank App.
- This link will allow all Easypaisa Digital Bank users to purchase travel insurance easily.
- Facilitates cross-selling opportunities, as family members and friends can buy coverage for travelers.

KEY BENEFITS

For Easypaisa Digital Bank:

- Enhances customer loyalty and engagement.
- Differentiates Easypaisa Digital Bank from competitors by providing exclusive travel protection benefits.
- Generates an additional revenue stream through commissions on insurance sales.

For Easypaisa Digital Bank & Crescent Star Insurance:

- Expands insurance market penetration through Easypaisa Digital Bank large user base.
- Creates a seamless, digital insurance distribution channel.
- Encourages repeat purchases and customer trust in travel protection services.

For Easypaisa Digital Bank Users:

- Category A members receive free coverage, adding more value to their membership.
- Easy access to affordable travel insurance via the Easypaisa Digital Bank app.
- Ensures financial protection while traveling.

IMPLEMENTATION STRATEGY

Phase 1: Launch free travel insurance for Category A members.

Phase 2: Integrate the insurance purchase link within the Easypaisa Digital Bank app.

Phase 3: Promote the offering through Easypaisa Digital Bank digital marketing channels to maximize uptake.

Phase 4: SWIFTBROKERS will handle a digital marketing campaign in PAKISTAN, promoting travel insurance through Easypaisa Digital Bank in collaboration with Crescent Star Insurance.

CONCLUSION

- This partnership offers a win-win for SWIFTBROKERS, Easypaisa Digital Bank, Crescent Star Insurance, and Easypaisa Digital Bank users.
- Provides a cost-effective, seamless insurance solution within Easypaisa Digital Bank ecosystem.
- Enhances Easypaisa Digital Bank brand positioning and user benefits through added-value services.

NEXT STEPS

- Finalize partnership terms between SWIFTBROKERS, Easypaisa Digital Bank and Crescent Star Insurance.
- Develop technical integration for travel insurance link placement.
- Launch pilot phase and assess uptake before scaling nationwide.
- Coordinate with SWIFTBROKERS for the digital marketing campaign rollout.

Thank you! Looking forward to a successful collaboration!