

Tracking of IRDAI Delhi Metro campaign

Prepared for eg communications

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Background

IRDA is currently running campaign inside Delhi metro trains (till end of June)

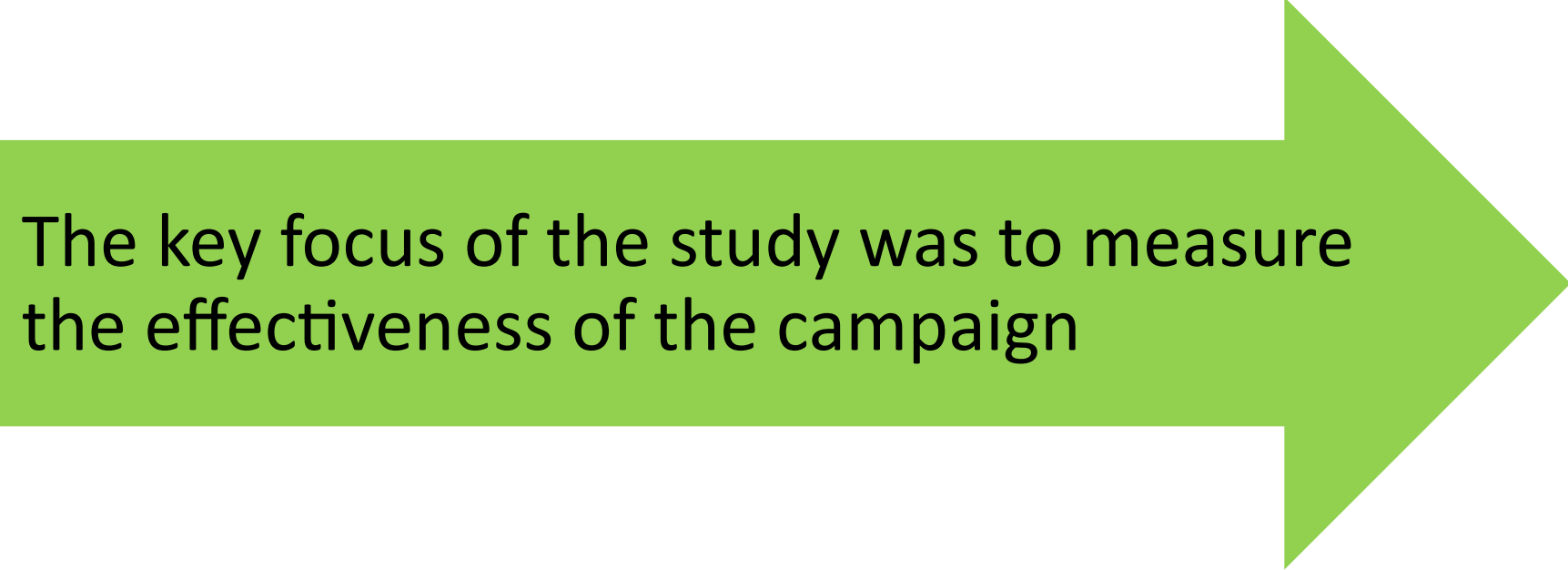
The campaign is focusing on Four aspects....

1. Complaint cell
2. Insurance Ombudsman
3. Beware of fake phone calls/spurious offers
4. IRDA do not sell insurance

The client and the agency has initiated a tracking exercise to measure the impact

This report highlights the findings of all three tracking

Objective

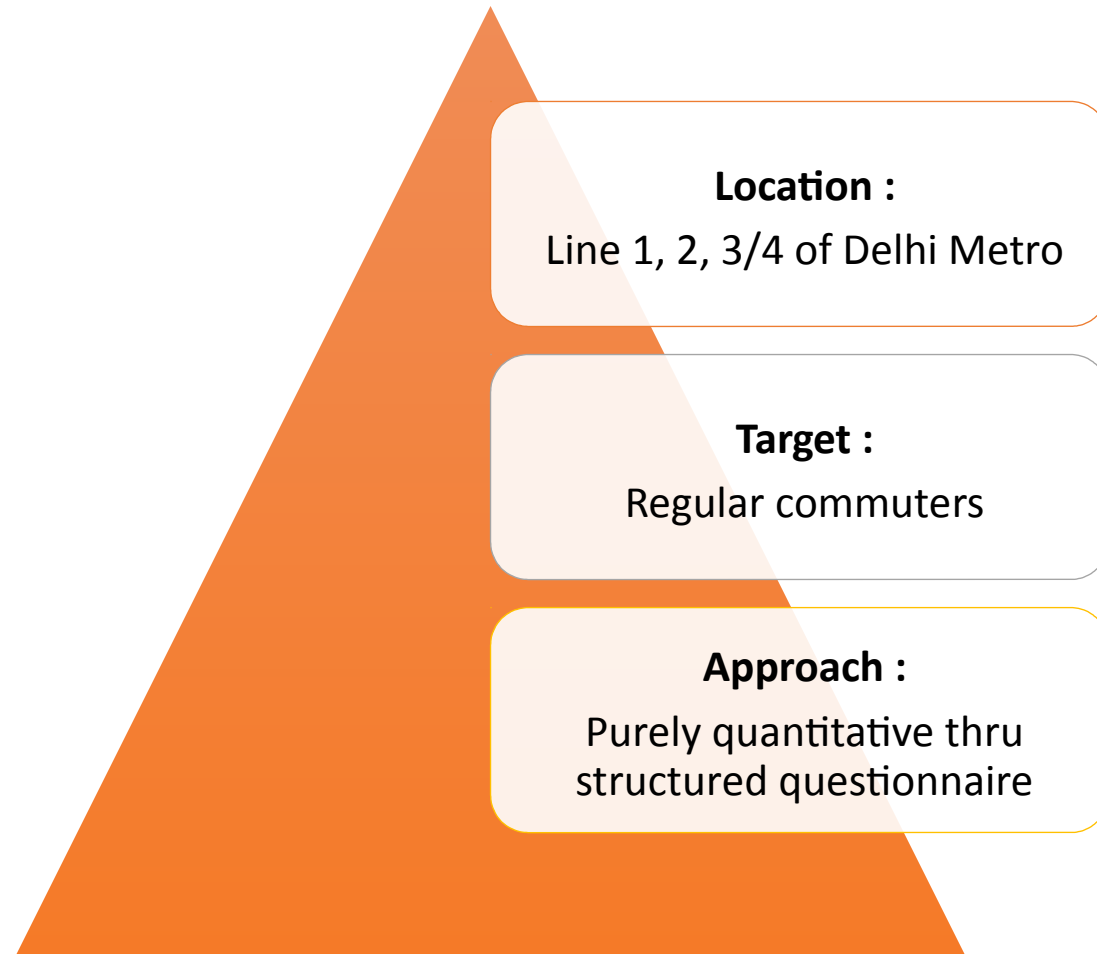


The key focus of the study was to measure the effectiveness of the campaign

Information gathered

- Noticeability level of IRDAI campaign (aided only)
- Did consumers visit the website before or after seeing the campaign?
- Overall opinion about the website
- Usefulness of the information provided in the website
- Awareness of complaint cell and its benefits and insurance ombudsman
- Awareness about “IRDAI do not sell insurance....”

Methodology



Methodology.....

Sampling

- Random within the target specified
- 25 – 55 years

Sample size


- Planned : 1500 (three phases)
- Achieved : 1519 (three phases)

Summary

Close to 40% have noticed the IRDA campaign inside Delhi Metro Trains



Overall only 35% were of IRDA before getting exposed to DM campaign




Close to 1/4th have visited the website before the exposure of this campaign and 1/3rd visited after the exposure

Contd....

Effectively 44% haven't got exposed to IRDA website



Consumers feel that IRDA website helps to know more about the insurance, its features and about the complaints and spurious calls



44% feel that everything is useful in IRDA's website
1/4th mentioned "creating awareness about the role of IRDA" is most useful
27% accepted "consumer complaints" as most useful

Contd.....

The website IGMS seems to have not registered in the minds of the consumers. In addition only 1/5th of the consumers were aware of Insurance Ombudsman

Quite a few of them (56%) seems to have experienced false promises from tele-callers and as high as 69% were aware of this problem before this campaign

56% consumers are aware that IRDA is not into selling insurance and its related promotions

Overall commuters feel that they can help in creating awareness about IRDA website and also about fraudster callers

Findings

Did you see the IRDAI's Campaign inside Delhi Metro Trains?

Noticeability of IRDAI campaign	All	Track 1	Track 2	Track 3
Yes	38%	37%	39%	37%
No	62%	63%	61%	63%

At an overall level close to 40% of the commuters contacted have noticed IRDAI campaign

No major difference across three level tracking

Were you aware of IRDAI before this campaign?

Were you aware of IRDAI before this campaign?	All	Track 1	Track 2	Track 3
Yes	35%	38%	29%	31%
No	65%	62%	71%	69%

Overall close to 1/3rd were aware of IRDAI before seeing it inside the metro, effectively 2/3rd got to know from Delhi metro medium only

When did you visit the IRDAI website?

First visit IRDAI's Consumer Education Website www.policyholder.gov.in?	All	Track 1	Track 2	Track 3
Before this campaign	24%	21%	25%	27%
After seeing this advertisement	32%	31%	24%	31%
Yet to visit the website	44%	48%	51%	42%

At an overall level 44% haven't visited the website of IRDAI

Of the people who have visited the site, 1/4th visited the site before the exposure of this campaign and 1/3rd after the exposure IRDAI campaign inside the metro

What are your comments about the Consumer Education Website?

Opinion about the Consumer Education Website	All	Track 1	Track 2	Track 3
Useful to know grievance handing system	6%	5%	9%	4%
Helps to know about insurance	35%	31%	39%	34%
Sensitize public about spurious callers	17%	11%	21%	19%
Learnt about key aspects about insurance	27%	26%	23%	31%
All the above.	21%	28%	19%	15%

62% of all commuters feel that IRDAI's website helped to know about insurance and its key aspects

21% mentioned that everything covered in IRDAI website are relevant and informative

Which one of these is the most useful feature you found in the IRDAI's website?

Most useful feature in the IRDAI's website	All	Track 1	Track 2	Track 3
Buying insurance	1%	3%	0%	0%
Consumer complaints	27%	20%	33%	29%
Making a claim	3%	5%	1%	2%
Creating awareness about IRDAI	25%	31%	24%	21%
All the above	44%	41%	42%	48%

44% considered everything given in the website is useful

1/4th mentioned “creating awareness about the role of IRDAI” is most useful

27% accepted “consumer complaints” as most useful

Aware of registering complaints with IRDAI if complaints have not been resolved or you are not satisfied with resolution provided by insurers

Aware of registering complaints with IRDAI insurers	All	Track 1	Track 2	Track 3
Aware	68%	75%	63%	65%
Not aware	32%	25%	37%	35%

Overall 2/3rd were aware of registering complaints with IRDAI about a particular insurer

Did you learn about the IRDAI's Grievance Redressal Procedure through the IGMS website?

Did you learn about the IRDAI's Grievance Redressal Procedure through the IGMS website?	All	Track 1	Track 2	Track 3
Yes	4%	6%	5%	2%
No	96%	94%	95%	98%

Aware of “redressal procedure thru IGMS website” is next to nil, perhaps consumers were aware of IRDAI more than IGMS

Are you aware that a complaint can also be registered through Insurance Ombudsman?

Awareness level	All	Track 1	Track 2	Track 3
Yes	19%	21%	17%	19%
No	81%	79%	84%	81%

Less than 1/5th aware of Insurance Ombudsman, could be because consumer's awareness of IRDAI is more than Insurance Ombudsman

Did you know that there are tele-callers making false promises and pretending to be from IRDAI?

Aware of tele-callers making false promises and pretending to be from IRDAI	All	Track 1	Track 2	Track 3
Yes	56%	43%	68%	58%
No	44%	57%	32%	42%
If yes, when did you come to know? (base : those who said “yes”)	All	Track 1	Track 2	Track 3
Before this Delhi metro campaign	69%	73%	69%	65%
After seeing this advertisement in Delhi metro	31%	27%	31%	35%

Overall 56% of the consumers are aware of false promises of tele-callers

Of these 69% were aware of this before seeing this campaign

Are you aware that IRDAI does neither sell insurance nor invest premium of insurance companies declaring bonus?

Aware that IRDAI does neither sell insurance nor invest premium of insurance companies declaring bonus	All	Track 1	Track 2	Track 3
Yes	56%	58%	50%	61%
No	44%	42%	50%	39%

Close to 60% aware that IRDAI is not into selling insurance policies or declaring bonus.....

How can you help spread the alert about spurious calls?

We can help spread the alert about spurious calls	All	Track 1	Track 2	Track 3
a. By informing your friends and acquaintances of this campaign against fraudster callers	4%	7%	3%	2%
b. By advising them to visit IRDAI's Consumer Education Website	25%	38%	22%	16%
Both (a) & (b)	71%	55%	75%	82%

70% of the commuters feel that they can help in talking about fraudster callers and also about IRDAI website

More than 90% would like to help in promoting IRDAI website

Good Day