

# UNION ASSURANCE PLC



<b>INITIATIVE</b>	Connected Life Initiative – Transforming Life Insurance Through a Digital Customer Lifecycle
<b>AWARD</b>	Celent Model Insurer 2026 for <b>Customer Experience Transformation</b>
<b>EXECUTIVE SUMMARY</b>	The Connected Life Initiative transforms life insurance through Clicklife, Sri Lanka’s first life insurance super app, with banking data prefill, digital medical results exchange, automated underwriting, 24/7 self-service with agent-assisted support, and mobile-first claims with real-time tracking. It extends engagement via Clicklife Suwamaga+, an AI-powered wellness ecosystem for nutrition/activity tracking, gamification, and CSR-linked health awareness—reducing effort, speeding processing, and building continuous lifecycle relationships.
<b>TIMELINE</b>	18 Months
<b>KEY BENEFITS</b>	<ul style="list-style-type: none"> <li>• 100,000+ App Downloads</li> <li>• 69% Straight-Through Proesing Rate</li> <li>• &lt;2 min Claims Submission Time</li> <li>• Zero Paperwork Requirement</li> <li>• 80% Claims Processing Efficency Gain</li> <li>• Customer experience: Greater transparency and trust via real-time updates</li> <li>• Inclusivity: Agent-assisted digital servicing alongside self-service</li> </ul>
<b>KEY VENDORS</b>	Finacle (banking data prefill); lab/diagnostic exchange; Paycorp (premium collection); InsureMO (core insurance); Azure; ChatGPT-4o; Databricks lakehouse. In-house build/maintenance on LAMP by Union Assurance Digital Engineering.