

agents matters

New Customer Initiatives by Oriental

The Oriental Insurance Company has renovated and modernized its premises in Broadway, Chennai. The inaugural function to mark the renovation was held on January 23 presided over by company Chairman cum Managing Director, Mr S Ramadoss.

The new TP Claims Hub was also inaugurated. The TP Claims Hub will handle all motor accident claims tribunal (MACT) cases filed by the family of the injured or deceased.

Claimants who have MACT cases pending against the company can approach the office for seeking a compromise and an out of court settlement, said Mr Ramadoss. High Court appeals arising out of motor accident cases could also be addressed at the office.

Oriental Insurance has also launched a Centralised Claims Service Centre for faster settlement of Motor Own Damage claims. All policyholders who have filed claims for damage to the vehicle can approach this office for claim settlement. Mr Ramadoss said that settlements would not take more than a few days.

The newly inaugurated office will also house a divisional office and a regional training centre for general insurance agents.

Mr Ramadoss hoped that will the launch of the new centre and the Agni training programme, General insurance agents will



Mr G Anandan, Deputy General Manager, The Oriental Insurance Company, its Chairman cum Managing Director Mr S Ramadoss, its Director and General Manager Mr S K Chanana and Mr V Narayanan, Chairman, EasyInsuranceIndia.com at the inauguration of a new office in Chennai

be able to perform well.

The company also launched a corporate business unit in its Division Office No.3 in Chennai.

Mr Ramadoss chided the insurance company staff for their lethargic attitude in dealing with claims settlement. He said that when they were quite capable of performing he saw no reason for this gross underutilisation of human resource potential.

He said, "We must place ourselves in our customer's shoes. Do you think we would like it if we had to wait for hours to buy a ticket at the railway station and even after waiting for hours we were still denied our ticket? So, how would our clients like it when

we keep on asking them to produce document after document and just keep pushing files without settling the claim. As soon as the client approaches us we must inform him about all the documents he must furnish. And we must settle the claim as soon as possible. Sitting on his files and not caring about his welfare is unpardonable." He said that Oriental still had more than 2 lakh pending Motor TP claims alone. "When are we going to clear this huge back-log of claims? Why must the client be forced to go to the courts for justice? We can even settle for less, but we must never let the claims process drag for years and years," he said. ④

D Rachel Chitra