

OCTOBER
2021

FAN NEWS

FINANCIAL & ADVISORY NEWS

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No short cuts for the short term broker

INVESTMENT LESSONS WORTH SHARING

NEW BRAND with renewed purpose

Braiding a new logo, with renewed purpose, New National Assurance Company (NNAC) has launched a uniquely South African emblem designed to be brave and filled with pride.

FANEWS spoke to **Kalim Rajab, Managing Director at NNAC**, about the new look and where the company is headed.



Q Why did you decide to rebrand?

It's the final leg of a journey which we began early last year; a journey of evolution to ensure we remain a relevant and important voice in the South African insurance ecosystem. We now have in place a new management team; we've also successfully completed our strategic reinvention from which we have already seen the rewards; and the final piece was to adopt a new logo which spoke to the new culture at NNAC and what we bring to our partners and policyholders.

We needed our new branding to speak to who we are as a company. We've always believed that we are not just another corporate. We're agile and flexible – and also proud of our South African roots. Even though we are 50 years old, we see ourselves as a product of the new economic dispensation.

I took over as Managing Director early in 2020, and with Vedanth Ori as Financial Director, we embarked on a strategic process of overhauling our business and our value proposition. We came up with a new, bottom-up approach of which classes of business we wanted to really focus on, at what levels, and how our people were going to tackle approaching these risks. It also meant relooking at our engagement with our partners. We wanted to continue being “people you can talk to”, and that's what the rebranding speaks to.

Q Can you tell us about the new logo... what it represents, etc.

It's inspired by classical Ndebele themes. The colours needed to be warm and engaging.

And our slogan was something which came out in the workshop feedback with broker partners – “people you can talk to” was something which they clearly valued and which they associated us with. I want my people to remain accessible, and I want my senior leadership team – including myself- to always be available to our partners.

Above all, the branding needed to be uniquely South African – because we're proud of being the largest black-owned short term insurer in the country.

Q What will remain the same and what will change?

There's a wonderful line from the classic novel *The Leopard*, where Tancredi says, “For things to remain the same, everything has to change.” Our entrepreneurial ethos will remain, but to do so our approach had to change. We needed a way to remain flexible and solutions orientated. Under lockdown, our Usage-Based Motor Insurance product was well received by brokers. I'm also excited that we've just launched our new fintech solution for digital natives under the brand name Solvency. And our value proposition to our partner UMAs and brokers – where we are there to support them – is something that I am passionate about.

Q How will the rebrand support the company's bigger vision?

Obviously we want to grow in a sustainable way and maintain our solid credit rating of “A”. But as important as those things are, my vision is for our company and our people to live with purpose. Many of our staff were personally affected by the looting and civil unrest in July. Hundreds of our policyholders have Sasria claims already running into the billions. In the aftermath of the looting, I visited the looted businesses with clients. It was dreadful. Now I spend a large part of my day working with our teams trying to chart a way forward. As difficult as it is, we have to create businesses and people with purpose in what they do, for our country to prosper.

Q Are there any exciting developments brokers can look forward to?

I'm excited that we've been able to attract a dynamic person with innovative ideas from the industry, Isla Simoes, who has just joined us. She can engage with brokers in a fresh but respectful way and has great ideas. ●