

PRESS RELEASE

LIC Introduces Advanced Customer Centric initiatives... Allows Online Switching of ULIPs, Goes Multilingual on Call Centre

LIC OF INDIA, the country's largest life insurer is devising better methods to provide services to its esteemed policyholders in pandemic times. LIC policyholders can now avail of its improved customer centric initiatives. Online facility for Switching of Funds under ULIP policies has been introduced through LIC's Customer Portal for policyholders registered for Premier Services, on policies on their own life and on the lives of their minor child/children w.e.f. 07.12.2020. This facility is available for LIC's New Endowment Plus (Plan 935), LIC's Nivesh Plus (Plan 849) and LIC's SIIP (Plan 852), the three plans currently being sold. This facility of Online switching of funds is free of Cost and no charges are required to be paid for availing this facility. One switch is allowed per day per policy through an OTP based Authentication system. All rules applicable to offline requests are applicable on the Online system also.

LIC has also extended the bi-lingual Customer care through call centre support to Regional content and the services are now additionally available in Marathi, Tamil and Bengali. The call centre services of LIC of India had commenced as a Bi-lingual operation in English and Hindi with effect from September 28, 2018 with Integrated Voice Response Systems and enquiry support from Call Centre Executives by dialling 68276827. LIC proposes to expand this multilingual connect to its growing customer base through voice and Call Centre Executive support by adding more Regional languages to the application in near future.

LIC also has a Conversational Artificial Intelligence/Machine Learning enabled bi-lingual Chatbot, LIC MITRA on LIC website www.licindia.in which is a one stop platform for providing information regarding premium due date, various products of LIC including newly launched plans and customer queries (FAQs) related to policy servicing and claims. The Chatbot has answered 1,20,75,440 queries so far since its launch in January 2020

LIC is well advanced with digital transformation and has responded to the pandemic with great speed and agility.

Dated at Mumbai on the 11th December, 2020

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