



Maalot – Unmanned Online Insurance Kiosk Signed and valid mortgage insurance policies using xyzmo’s signature solutions

Highlights

Client:	Maalot Mortgage Insurance
Product:	xyzmo SDK
Number of signature stations:	several hundred kiosks
Number of end users:	over 10,000 new users a month

The Enterprise

Maalot Mortgage Insurance

Following an Israeli government reform that commanded banks to separate between the mortgage and its insurance, mortgage banks are no longer allowed to bind their customers to their own insurance policies.

Maalot Insurance took advantage of this reform and has placed its insurance kiosks at the mortgage bank branches, allowing customers that have just signed their new mortgage agreement, to get an insurance quote for an impartial company.

Challenge

This revolutionary approach of placing an unmanned kiosk for insurance policies, presents a unique and progressive way for customer service. Maalot Insurance was not required to conduct any organizational changes due to this project, but placing these kiosks.

The main challenge was finding a way to obtain customer signatures for the sake of producing a valid insurance policy. For that matter, Maalot decided to embed a signature tablet in the kiosk and to use the xyzmo signature solution.

Solution

Constituting a breakthrough for the mortgage insurance market, the solution enables Maalot customers to apply for their mortgage insurance within the same branch they have just signed on their new mortgage agreement. Each customer interested in an insurance quote can approach the kiosk and by picking up the phone, speak to an insurance representative.

By filling up his personal details and signing on the xyzmo signature pad, an online insurance policy is produced and sent to the customer's address.

Benefits

- Immediate ROI – derived for such an unmanned kiosk
- Better access to customers in need for mortgage insurance
- Creation of an online customer database
- No changes in working habits of the insurance agents
- Advanced and modern company image

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