



Case Study

Supplementary Health Insurance in CEE

On-demand medical consultations as a new product customer acquisition strategy.



Challenge

A traditional health mutual, which covers nearly half the population, was looking to launch a new supplemental insurance product to keep their market edge against new competition.



Solution

As part of their customer acquisition strategy, Abi services are offered for free even before customers sign up to the insurance product.



Impact

- **Customer COGR of 157% in the first three years**
- **Portfolio now includes over 100,000 customers**
- **Customer retention rate >90**