CHAPTER VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 INTRODUCTION

This study is an attempt to evaluate the Utilization of Life Insurance Product – A Study with reference to State Bank of India Life Insurance in Tirunelveli District.

The study begins with the historical perspective of life insurance and origin and growth of SBI Life Insurance. This study also analyses the economic settings of Tirunelveli and the area profile of the district for the promotion of life insurance.

This study has helped in understanding the performance of SBI Life Insurance Company Limited at national, state and district level. This study also gives a descriptive picture of the extent of utilization of the products and services of SBI Life by the policyholders in Tirunelveli.

This study has an effective role in emphasising the attitude of the policyholders towards the services offered by the SBI Life and its advisors.

This study is both descriptive and analytical in nature. It is a blend of primary and secondary data. The researcher has used an interview schedule (vide Appendix – A) for collecting primary data. This study has to be described as an informative and useful experiment. In this chapter the researcher has presented a summary of findings and suggestions based on the findings.
6.2 SUMMARY OF FINDINGS

The major findings made in the study are summarized below.

6.2.1 Business Performance of SBI Life

The business performance of SBI Life has been analysed at three levels namely, national, state and district level. The result from the analyses are given below.

6.2.1.1 Business Performance of SBI Life Insurance at National Level

The business performance of the SBI Life Insurance, has revealed that the number of policies at the national level over the period from 2001-02 to 2010-11 was found to be more stable than the sum assured and gross written off premium as evidenced through the co-efficient of variation. The trend and growth were statistically significant at the 5 per cent level for the number of policies, the sum assured and the gross written off premium. They are positive.

The trend and the growth of the active advisor were found to be significant and positive but the business per active advisor had a negative trend and growth. In the case of claims intimated and claims outstanding, less fluctuation was found in claims outstanding as per the co-efficient of variation. The trend and growth of claims intimated were higher than the claims outstanding. The ratio of claims outstanding to claims intimated has declined from 0.5973 in 2001-02 to 0.4150 in 2011-12.

In the case of the channel mix gross written premium, among agency, bancassurance, corporate solutions and instituted alliance, the agency has been
found high in average value compared to the other channel mix. But less fluctuation was observed in the instituted alliance. The trend growths of all the four components of the channel mix gross written premiums were statistically significant and positive. A high growth was found in the institutions alliance.

Regarding assets held under management and debt it was found high in average value with less fluctuation over a period under the study compared to equity. The trend and growth of equity and debt were statistically significant and positive.

The average value of the linked mix of gross written was found to be higher than the non-linked mix of gross written. The positive and significant trend and growth were observed for the linked and non-linked mix of gross written during the period under study.

The average value of the first year premium was found to be high with less fluctuation than the renewal and single premium. The trend and growth of the first year premium, the renewal premium and the single premium were found to be significant and positive.

The trend and growth of commission and premium were statistically significant and positive. Commission was found to have a higher growth (135.52 per cent) than premium (99.90 per cent).

The total income was found more fluctuating than the total expenses. A high fluctuation was observed in profit / loss after tax than total income and the
total expenses. A positive and significant trend and growth were observed in the total income, the expenditure and the profit/loss after tax.

Net worth was found more schedule than total assets as evidenced through the co-efficient of variation. The trend and growth were also statistically significant and positive for net worth and total assets.

6.2.1.2 Business Performance of SBI Life Insurance at the State Level (Tamil Nadu)

It is revealed from the analysis that the sum assured was found stable followed by the number of polices and premium income as evidenced through the co-efficient of variation. The trend co-efficient and the growth were statistically significant at the 5 per cent level. A high growth rate (62.66 per cent) of premium income was found during the period under study.

The number of active advisors has increased from 7000 in 2001-02 to 60000 in 2010-11. The growth of business per advisors was found to be statistically significant. The growth rates of the number of active advisors and business per active advisor were 14.47 per cent and 6.72 per cent respectively.

6.2.1.3 Business Performance of SBI Life Insurance at District Level (Tirunelveli)

The analysis revealed that the number of new policies issued has increased from 17,870 in 2005-06 to 4710.07 in 2010-11. Less fluctuation was found in the new policies issued compared to the sum assured and the premium income as per co-efficient variations.
Regarding the productivity of the active advisor, a high average value of business with less fluctuation was found during the period under study. The trend and growth of number of active advisors and business per active advisor were statistically significant and positive. The net premium and gross premium were found to increase in trend and growth during the period. The net retention ratio was also found near 100 percent. The trend and growth of net premium and gross premium were statistically significant at the 5 per cent level. The stability of the operating expenses were found to be high, compared to the commission and total expenses over the period under study. Regarding the liabilities of policy holders, it was found high, during the period under study. The trend and growth of policyholder's liabilities and shareholders were statistically significant at the 5 per cent level.

6.2.2 Demographic Profile of the Respondents

i. Out of the 630 respondents, only 20 (3.17 per cent) are below 20 years of age, 185 (29.37 per cent) are in the age group of 20 – 30 years, 261 (41.43 per cent) in the age group of 30 and 40 years, 94 (14.92 per cent) in the 40 and 50 years of age and 70 (11.11 per cent) are above 50 years of age.

ii. Among the 630 respondents 407 (64.60 per cent) are male and the remaining 223 (35.40 per cent) are female.

iii. Out of the 630 respondents, 80 (12.70 per cent) are illiterates, 147 (23.33 per cent) have completed school education, 241 (38.25 per cent) are graduates, 115 (18.25 per cent) are professionally educated and 47 (7.47 per cent) are diploma holders.
iv. From among the 630 respondents, 145 (23.02 per cent) are from rural areas, 212 (33.65 per cent) are from semi urban areas and the rest 273 (43.33 per cent) are from urban areas.

v. It is found that, out of the 630 respondents, a major portion of 540 (85.71 per cent) respondents belong to Hindu religion, 26 (4.13 per cent) belong to Islam and the remaining 64 (10.16 per cent) are Christians.

vi. Among the 630 respondents, 202 (32.06 per cent) belong to forward communities, 233 (36.98 per cent) belong to backward classes, 74 (11.75 per cent) belong to most backward classes, 85 (13.49 per cent) belong to scheduled Castes and only 36 (5.72 per cent) belong to scheduled tribes.

vii. It is understood that, out of the 630 respondents, 527 (83.65 per cent) are married and 103 (16.35 per cent) are unmarried.

viii. Among the 630 respondents, 112 (17.78 per cent) are government employees, 264 (41.90 per cent) are employed in Private organizations, 54 (8.57 per cent) are farmers, 21 (3.33 per cent) are industrialists, 43 (6.83 per cent) are unemployed, 104 (16.51 per cent) are business people and 32 (5.08 per cent) are in other occupations such as the professionals, mechanics and so on.

ix. It is inferred from the analysis that out of the 630 respondents, 149 (23.65 per cent) have maximum annual income of Rs.50,000, 166 (26.35 per cent) have annual income ranging between Rs.50,000 and Rs.1,00,000, 217 (34.44 per cent) have annual income between Rs.1,00,000 and Rs.2,00,000 and 98 (15.56 per cent) have annual income of above Rs.2,00,000.
x. Among the 630 respondents, 359 (56.98 per cent) reside in own houses, 107 (16.99 per cent) reside in leased houses and the remaining 164 (26.03 per cent) reside in rented houses.

xi. Out of the 630 respondents, 160 (25.40 per cent) have below 2 dependents, 450 (71.43 per cent) have 2 to 5 dependents and only 50 (3.17 per cent) have more than 5 dependents.

xii. It is clear that out of the 630 respondents, 248 (39.37 per cent) are taxpayers and 382 (60.63 per cent) are non-tax payers.

xiii. From among the 630 respondents, 347 (55.08 per cent) are influenced by the advertisements of SBI Life and the remaining 283 (44.92 per cent) are not influenced by such advertisements.

xiv. Out of the 630 respondents only 87 (13.81 per cent) have expressed a bad opinion, 243 (38.57 per cent) expressed a good opinion and a majority 300 (47.62 percent) expressed a very good opinion to the customer service of the SBI Life.

6.2.3 Level of Utilization of the Respondents

The level of utilization has been measured by the relationship of mean and standard deviation. Out of 630 policyholders, 148 (23.49 percent) belong to the high level category, 361 (57.30 percent) come under the category of medium level and 121 (19.21 percent) belong to the low level utilization category.

The chi-square test has been carried out to examine the relationship between the levels of utilization and the profile of the sample policyholders.

The variables age, education, area of residence, occupation, number of dependents, income, status of respondents as income tax assesseses have
influenced the level of utilization of services and products of the SBI Life Insurance.

Sex, marital status and influence of advertisements do not have any association with the level of utilization.

6.2.4 Purpose of Utilization of Life Policies in SBI Life

The purpose of utilizing the SBI Life policies have been analysed with the help of Garrett Ranking Technique. The result reveals that the most important factor for taking life insurance policies in the SBI Life by the policyholders in Tirunelveli district, among the eleven factors identified is ‘Savings’ with 95.45 percentile ranks. The second and third factors are ‘Security’ and ‘Education of ward’ with 86.36 percent and 77.27 percentile ranks respectively.

Further, Garrett’s Ranking Technique results also revealed that the ‘Advisor’ was the prime motivators followed by the ‘Spouse’ and ‘Parents’.

6.2.5 Purpose of Utilization of SBI Life Insurance Bond

Regarding the purpose of using the SBI Life insurance bond, the Garrett Ranking Technique result reveals that ‘security for loan from banks’ rank first in the opinion of the sample policyholders with 92.86 percentile ranks. ‘Security for education loan’ and ‘evidence for age proof’ are the second and third ranking factors with 78.57 and 64.29 percentile ranks respectively.
6.2.6 Factors Responsible for the Utilization of SBI Life

Garrett’s Ranking Principle has been applied to rank the variables which have a greater impact on the utilization of the SBI Life. The variables responsible for the utilization of the SBI Life have been ranked in the order of merit. The 34 variables are categorized into five major groups as mentioned below:

i) Income based variables
ii) Shifting burden variables
iii) Domestic variables
iv) Convenience variables
v) Service oriented variables

A detailed discussion on the five groups and the most influential variable under each group has been analyzed with the help of Garrett’s ranking technique. The discussion on each specific statement (variable) in group wise is given below.

The most influential variable perceived by the sample policyholders in the first group of income based variables is annual surplus income from main occupation followed by the second and third prominent variables are safer investment and generation of assets respectively.

The plan to meet old age problems and needs has been ranked first with 95.45 percentile rank in the group of shifting of burden. Other variables perceived as important under the group of shifting of burden for the utilization of products and services of the SBI Life are better educational qualification and aim for educating the ward with the second and third ranks respectively.
The most influential variable perceived by the sample policyholders of the SBI Life is the lower age of the policyholders with 91.67 percentile ranks. The variables ranked second and third respectively under the group of domestic variables are more number of educated family members and lengthy period of service in employment or business.

The major variable ranking first in the fourth group, which has influenced the utilization of the products and services of the SBI Life with 87.50 percentile ranks is less amount spent on charitable activities. The second and third ranking variables perceived by the respondents are the nearness to advisors and the amount of initial premium paid by the advisor himself respectively.

The variable life security is the major reason for the utilization of the products and services of the SBI Life by the sample policyholders under the group of service oriented variables. The popularity of the SBI, and greater choice as variety of policies in the SBI Life are the second and third important variables responsible for the utilization of the SBI Life in service group.

6.2.7 Factor Loading for Utilization of Services

In order to evaluate the factors responsible for the services provided by the SBI Life Insurance Company Limited to the policyholders, factor analysis is used. On applying the rotated factor matrix, the identified 25 variables have been presented in to seven factors. The result is given below.

i) The first factor ‘Convenient Service’ is a linear combination of seven variables namely, delay in payment of premium is tolerated, feeling
of fairly rewarded, feeling of wards are more secure, encourages savings, interim survival benefit is promptly intimated, feeling of highly secured and choice for time interval for premium payment is conveniently available. These variables accounts for a variation of 14.560 percent in the total variable set.

ii) The second factor, ‘Quick Service’ comprises of four variables namely, the revival of lapsed policy is less costly, easy to avail housing loan from SBI, prompt settlement of claims are made on policy and surrender value of the policy is very low. These variables accounts for a variation of 9.478 percent in the total variable set.

iii) The third factor, ‘Inconvenient Service’ consists of three variables namely, existence of bribery in securing loan, the revival of lapsed policy is difficult and the repayment of policy loan is not insisted upon. These variables accounts for a variation of 9.375 in the total variable set.

iv) The fourth factor, ‘Loan Services’ comprises of three variables namely, quick disposal of policy loan, reasonable rate of interest of policy loan and easy to avail policy loan. These variables accounts for a variation of 8.371 percent in the total variable set.

v) The fifth factor, ’Facilities available’ includes two variables namely, help to reduce the income tax burden and reasonable rate of interest on housing loan. These variables accounts for 7.817 percent in the total variable set.

vi) The sixth factor, ‘Settlement of Services’ comprises of two variables namely, prompt settlement of survival benefit and the latest position
of the policy is informed. These variables accounts for 6.774 percent variance in the total variable set.

vii) The seventh factor, ‘Promotional Services’ consists of only one factor such as advertisements made by SBI Life are genuine. This variable accounts for 6.769 percent variance in the total variable set.

viii) The variables such as reasonable bonus rate is given by the SBI Life, delay in payment of premium remained promptly and interim payment on policy helps to plan for future prospective investments in the rotated factor matrix do not have loading more than 0.5 percent. Hence these variables do not influence the policyholders towards the services offered by the SBI Life.

6.2.8 Factors Responsible for the Utilization of Policy Loan

To evaluate the factors responsible for the utilization of policy loan by the policyholders in Tirunelveli district, the factor analysis is used. On applying the rotated factor matrix, the identified ten variables have been extracted in to four factors. The result is given below.

i) The first factor, ‘Better Services’, comprises of four variables namely, encouraging to settle the loan at the earliest, branch office service is better for policy loan, advisor is helping much in getting the loan and the loan is sanctioned on types of policies. These variables accounts for a variation of 23.710 percent in the total variable set.

ii) The second factor, ‘Easy Procedures’, includes three variables namely, liberal procedures, reasonable rate of interest and quick
sanctioning of loan. These variables accounts for a variation of 16.797 percent in the total variable set.

iii) The third factor, ‘Reliability’, comprises of two variables namely, absence of bribing and informing the outstanding balance periodically. These variables accounts for variation of 14.172 percent in the total variable set.

iv) The fourth factor, no compulsion to repay the loan accounts for a variation of 11.297 percent in the total variable set.

6.2.9 Factors Responsible for the Services Provided by the SBI Life Advisors

To evaluate the factors responsible for the services provided by the SBI Life advisors to the policyholders, factor analysis is used. On applying the rotated factor matrix, the identified 17 variables have been extracted into five factors. The extracted factors are

i) The first factor F₁ - Helping to renew, accounts for a variation of 15.680 percent in the total variable set. It includes helping to renew the lapsed policy, Agent is well informed in the field of insurance, temporary receipt issued by the agent to acknowledge the receipt of premium time saved for premium repellence, better door service by the agent and updating of latest position of the respondents policies.

ii) The second factor F₂ - Agents service and talents, accounts for a variation of 11.929 percent in the total variable set. It includes explaining the various aspects of the policies to the policyholders,
informing about the latest attractive policies of SBI Life, Advisor’s salesman’s talents and helping tendency of the advisors to choose the appropriate policy.

iii) The third factor $F_3$ - arrangement of loans accounts for a variation of 11.731 percent in the total variable set. The variables are helping to avail policy loan, helping to get a housing loan and initial premiums paid by the advisors himself have been positively loaded in the third factor.

iv) The fourth factor $F_4$ - after sales services, accounts for a variation of 10.511 percent in the total variable set. It includes quick arrangement to get the sum assured on maturity and better services at services centres.

v) The fifth factor $F_5$ - Payment of premium accounts for a variation of 9.200 percent variance in the total variable set. The variables, prompt payment of premium and premium collected at the respondent house have been loaded in this fifth factor.

6.2.10 Attitude of the Policyholders towards the Services of SBI life Advisors

The level of attitude has been measured by using arithmetic mean (X) and standard deviation (S.D). Out of 630 policyholders, out of 630 policyholders, 173 (27.46 per cent), 309 (49.05 per cent) and 148 (23.49 per cent) belong to high level, medium level and low level of attitude respectively.

The results of the Chi-square test on the level of attitude towards the services provided by the advisors of SBI life are summarized is follows:
There exists no significant relationship between gender, area of residence, religion, community, marital status, nature of residence, status as income tax assesses, influences of advertisement of the sample respondents and their level of attitude.

The chi-square result also shows that there exists significant relationship between the age, educational qualification, occupation, income, number of dependents and opinion on customer service of the respondents and the level of attitude towards the services provided by the advisors of SBI life.

To evaluate the factors responsible for the services provided by the SBI life advisors to the policyholders, the factor analysis is used. On applying the rotated factor matrix the identified 17 variables have been compared into five factors.

6.2.11 Factors Responsible for the Attitude of the Policyholders towards the Problems faced with the Advisors of SBI life

In the study, the researcher has identified 15 problems which inhibit the formation of attitude. These problems are arising because of the failure and insincerely on the part of the advisors of SBI Life in the discharge of their duties. In order to identify the influence of these 15 problems face with the advisors in the utilization of products and services of the SBI Life by the sample policyholders in Tirunelveli District. Factor analysis has been adopted. The result of the factor analysis through the rotated factor matrix is given below.

i) The first factor $F_1$ - Undue performance, shows a maximum of 24.934 percent variation in the total viable set. It consists of the
problems such as delay in the remittance of initial premiums given, compelling to take policies which are more beneficial to him only, lack of clear knowledge about different policies, Failure to explain the literature about the policies and failure to collect premiums at home.

ii) The second factor - $F_2$ Failure in duty, accounts for a variation of a 18.013 percent in the total variable set. This factor includes the variables such as failure to help to get the duplicate policy document in came of loss of original document, failure to help the policyholders in case of change of address, failure to assist to avail of the policy loan from SBI life. Compelling to take up policies by his salesmanship talent even through the policyholders are not able to pay subsequent premium and payment of clients premiums to the office by teeming and lading technique.

iii) The third factor $F_3$ - Poor assistance, shows a variation of 18.047 percent in the total variable set. The factor, poor assistance includes the variables such as failure to help the claimant in case of death of the injured, failure to help to get the mistake corrected in the policy documents, failure to assist to renew the lapsed documents, failure to assist to avail of housing loan from SBI.

iv) Finally the last variable in the rotated factor matrix temporary receipt is not given does not have loading more than 0.5 percent. Hence this variable is not responsible for the creation of problems to the sample policy holders in Tirunelveli district with regard to the services of the advisors of SBI Life.
6.2.12 Attitude of the Policyholders towards the Problems Faced with the SBI Life Advisors

The level of attitude of the sample policy holders towards the problems being faced by them regarding the services of the advisors of SBI life has been analyzed with the help of “Two way ANOVA” test. The identified variables such as age, gender, educational qualification, area of residence, religion, community, marital status, occupation, annual income, nature of residence, number of dependents, status as income tax assesses, influence of advertisement and opinion on customer services are found to be highly influencing the level of attitude of the sample policy holders towards the problems being faced by them regarding the service of the advisors of SBI life.

6.3 SUGGESTIONS

Based on the above findings, it was found that there exists some problems both on the SBI Life Insurance Company Limited and on its advisors. Therefore the following suggestions are offered both to the SBI Life and its advisors regarding with their existing problems.

6.3.1 Introducing innovative products

Majority of the life insurance policies in SBI Life are unit linked policies with the payment of high amount of premium. It is not affordable for the people belonging to low and middle income group.

Therefore, it is suggested that the SBI Life should introduce innovative products and services desired by the targeted customer segment at lower
premium and also produce customized high quality products and services at low cost and with short lead time.

6.3.2 Training to advisors

Individual advisors of the SBI Life Insurance can perform their services effectively only when they are well trained. Many advisors, who lack knowledge about the SBI Life Insurance products, are not able to explain the products and services of the SBI Life. It affects the right of the policyholders in choosing the suitable policies.

As a solution to this problem the advisors may be imparted training at regular intervals so as to enrich their knowledge. In addition, the SBI Life must give training to all the advisors whenever a new product is introduced so that every advisor will be fully informative. Further, the company must ensure that every advisor is regularly attending the training programme without fail. Those who continuously fail to attend the training programme may be debarred from continuing the service.

6.3.3 Effective Customer Relationship Management

Even though the company introduced many user friendly customer service schemes, still many customers are not aware of it. The policyholders in rural areas are not aware of many schemes in CRM of SBI Life.

In order to solve this problem, it is suggested that the SBI Life should focus on enhancing the rural customer service and maximizing customer convenience by way of an effective customer relationship management system which eventually would build a long lasting relationship among rural customers.
6.3.4 Attractive Advertisement

Many of the sample respondents felt that the advertisements given by the SBI Life are not attractive.

In order to overcome this problem, the SBI Life should telecast regularly a documentary film relating to its importance and formalities, plans and policies through the Doordarshan and other private channels. There must be a tie up with the All India Radio to broadcast regularly to create awareness among the public. The SBI Life should make its advertisements attractive through different types of advertisement media.

6.3.5 Settlement of Claims and Complaints in time

Many policyholders are facing so many problems in the settlement of claim such as complex procedures, time delay in settlement of claim and the existence of a lot of formalities. The renewal of lapsed policy is also difficult in SBI Life.

The solution to this issue is the disposal of claims should be made easy for policyholders and the formalities in renewal of lapsed policies should also be relaxed. The SBI Life should handle complaints effectively and efficiently, by setting up grievance redressal cells at every operating office to look into grievances and review claims if required and also provide service at the doorstep which will eradicate dissatisfaction and grievances.

6.3.6 Creation of Awareness

A considerable number of less educated people have also become policyholders of the SBI Life. Such policyholders do not know much about the SBI Life and its services. Many of the recent services like online remittance
of premium and getting immediate status report of the policy have not properly reached even the educated policyholders. If such is the position of educated policyholders, the position of less educated is still more pitiable. In cases, where there are illiterates becoming policyholders, the problem, which is talked about is much paramount.

As a solution to this problem, it is suggested that the SBI Life should conduct frequent campaign in rural areas which could definitely reach even the illiterates. It should set up information booths at prominent place to supply literature and brochures regarding their services. The product terms and conditions should be simple for the public to understand. A sufficient number of booklets should be given to advisors for distribution.

6.3.7 Better service

Another problem faced by the policyholders is related to the deficiency in services rendered by the SBI Life advisors to them. Advisors are seriously engaged in bringing more policyholders to the SBI Life. But, after bringing the potential policyholders to the SBI Life, the seriousness shown by the advisors during the tenure of the policy is only on the decrease. Normally a policyholder expects his/her agent to help him/her to avail the policy loan, assist him/her in remitting insurance premium, guide him/her in reviving the lapsed policies, helping the legal heir in getting the claim on premature death of the policyholder and the like. Some of the advisors are promptly discharging the above said services while a few others are negligent in performing their duties and it will consequently defame the whole advisor
community. It also indirectly creates a bad opinion about the SBI Life in the minds of the policyholders.

In order to overcome this problem, it is suggested that the advisors may be instructed during the training programmes, that the duty of an advisor does not end only with the task of bringing the policyholders towards the SBI Life but also continuous during the tenure of the policy. A satisfied policyholder will always be a proud advertiser for the SBI Life and its products. It will be helpful for the advisors. To approach the prospective policyholders and they can perform better business in future.

Further, a proper rewarding scheme, which would award good remuneration to every successful service accomplished by each and every advisor, may be implemented by the SBI Life so that there will be an enthusiastic involvement of the advisors to best serve the needs of the customers and their services to the policyholders will also be effective.

6.3.8 Representation of Factual Message

Many policyholders are not fully informed about the features of different life insurance policies in existence. Most of the advisors used to introduce to the policyholders only the policies which are beneficial to them. No advisor truly explains about the comparative merits and demerits of different policies in operation. Hence, the policy holders remain uninformed about the various comparative features of the policies of the SBI Life and thus, they are in a dilemma to prefer the policy which suits their requirements. This is the case of the most of the policyholders. At many times rather than the policyholders, the
advisors decide the policy which would suit the requirements of the policyholders. They occasionally counsel the policyholders to choose the right type of policy.

In order to solve this problem, it is suggested that the SBI Life Insurance may appoint Insurance Facilitators or Counsellors, who would directly report to the company. The counselors, so nominated, should be well trained and well qualified. A separate wing of the SBI Life may monitor their functions.

6.3.9 Special Loan Processing Cell

The SBI Life introduced the scheme of policy loan only during the last few years. There is also an inordinate delay in processing and sanctioning policy loan. Hence, many of the policyholders hesitate to utilize the policy loan of SBI Life. Further, the policyholders felt that the policy loan in SBI Life is time and cost consuming one. Another problem faced by the policyholders with regard to policy loan is the defamatory proceedings prosecuted by the SBI Life on defaulting beneficiaries of policy loan. This practice really hurts the feeling of the customers.

The problems faced by the policyholders with regard to policy loan can be settled by forming special loan processing cells to expedite the processing and sanctioning of the loan. Further, the special cells so formed may be given a reasonable time limit within which they will either sanction the loan or disallow the loan application. Thus, unnecessary delay in processing can be avoided.
6.3.10 Marketing of all types of Products of SBI Life

The SBI Life Insurance advisors are concentrating more on selling Unit Linked Insurance Products of the company. Because of the reason that the SBI Life introduced more number of Unit Linked Insurance Products than the traditional products. In addition, the remuneration for the advisors is also high in unit linked products. Recently, only a few new traditional policies have been introduced in the market by the SBI Life Insurance.

The apt solution to the problem is the company should popularize both the traditional and unit linked insurance products among the customers. The company should assign attractive remuneration to the traditional products. This would create an enthusiasm among the advisors and hence they would actively involve in the sales of all types of best products of the SBI Life through their demonstrating talents.

6.3.11 After Sales Service

The advisors of SBI Life are very much interested in attracting the policyholders only at the time of getting the signature from them. But only few of the advisors are prompt in discharging their services properly. Many advisors are negligent in rendering their services after selling the insurance policies to them.

As a solution to this problem, the advisors should go again and again to their existing customers as the same customers can give more business, since it is five times costlier to get a new customer than it is to sell to an existing one.
Successful selling continues with good service. After the sale the advisors should verify whether the policyholders are paying the subsequent premiums regularly. Advisors should give the customer such service, that they should feel guilty of thinking about another sales person. Advisors should give after sales service which gives birth to further sales and referrals from the prospect. This is an unending process, if properly taken care of.

6.3.12 Need for Interaction

There exists a problem on the part of advisors that they are not regular in attending weekly meetings and training programs organized by their immediate superior branch sales manager. The main aim of organizing meeting at regular intervals by the sales manager is to update the advisors on the latest information of the company. But, they lack adequate co-operation from their advisors.

As a solution to this problem, it is suggested that the advisors should re–skill themselves from time to time. The advisors should acquire knowledge through training sessions and meetings conducted by the respective branches and interacting with seniors and top officials regularly will help to enrich their knowledge. Advisors should interact with their fellow advisors to share their experience, which will also help them to solve their day to day difficulties in making their business a great success.

6.4 CONCLUSION

This study provides information about on the performance of the SBI Life Insurance agents, problems confronted by them, impact of training and
motivation on marketing performance and the attitude of policyholders towards the services offered by them in the study area. The researcher pointed out various suggestions both SBI Life Insurance agents. Thus it is concluded that the SBI life insurance is a multifaceted tool, which promotes stability, prosperity and happiness of the individual and society. The challenge for the SBI Life insurance agent is three fold, creating the need where it is not there, changing the need into their want and turning the want into demand which they must be able to satisfy. Sales and service are the two sides of the same coin this fact agents should not forget and take these two aspects as challenging factors in day to day activities so that the SBI Life insurance can emerge as a market leader in the industry.

6.5 SCOPE FOR FURTHER RESEARCH

The present study paves the way for further researchers in the following areas.

(i) A Comparative study on the business performance of different private insurance companies.

(ii) Evaluating the working performance of private sector Life insurance companies.

(iii) A study of the attitude of private life insurance agents the service and products provided by private insurance companies.

(iv) Problems of the private life insurance companies agents and strategies for success in selling life insurance products – an overview.

(v) Service quality of private sector life insurance companies – an analytical study.