

TRAVTALK

AGENTS

MAY 2018 | TRAVTALK 11

Covering travel for a decade

Dev Karvat, CEO-Emerging Markets, Cover-More, shares how travellers as well as agents look at travel insurance differently. Today, it is much more than a visa-related document. He also shares what makes them stand out in these times of tough competition.



Nisha Verma
According to Dev Karvat, CEO-Emerging Markets, Cover-More, the way travellers and travel agents look at travel insurance has changed considerably in the last few years. "Earlier, for the travel agents, travel insurance was merely a visa related document. Today, as we see people facing issues outside the country, we observe the growing importance of travel insurance. Travel agents clearly understand that their customers should not face trouble with travel insurance policy. In the last three years, agents have grown to understand the customer needs for travel insurance, and now focus on whether it covers adventure sports, self-drives or even a pre-existing ailment. In an effort to enhance the knowledge of travel agents, we conduct travel agent engagement programme in about 20 cities every year, where we work very closely with the counter staff and try to educate them on how this is of importance to the customer."

Karvat says that what makes their company unique is the fact that their business is purely driven by travel agents. "We work only with trade and don't do any direct business. Now, apart from focusing and continuing to support the travel trade, we've expanded our business slightly and have partnered

Travellers 'cover'
The company has been growing well for the past five years. Its business is purely driven by travel agents

with a few airlines who are exclusively selling us. We've also got two OTAs who are supporting us. Hence, we've got our global technologies to India and plugged them into the e-commerce business," he shared.

Talking about the growth, he shared, "We've been growing well over the last five years. It's not just revenue

growth or profits for us. If we are able to do something different and add value to the industry as well as to the customer who is travelling, we will be able to derive ultimate satisfaction. We've been able to achieve that

by adding five different types of cover, which a customer can avail. We are also doing a lot with our corporate business. If we continue doing

all this, growth will automatically follow." He added that the Indian domestic business has been doing extremely well. "The travel industry is growing by 20-25 per cent every year. I would like to focus on domestic travel in the next couple of years as we

Wedding Planners are an integral part of our industry. They play a vital role in choosing the destination

TravTalk reaches out to over **500** wedding planners every issue

Change the perception become 'Top of Mind' recall

TRAVTALK

gunjan@ddppl.com
karishma@ddppl.com
harshal@ddppl.com

"We've been growing well over the last five years. It's not just revenue growth or profits for us. If we are able to do something different and add value to the industry, we will be able to derive ultimate satisfaction"

assistance. We have a team of 500 people across the country, whose livelihood is supporting the travel agents, which is something that no other company in India does currently."

Talking about how Cover-More is different in terms of offering travel insurance for places for which travel advisories have been issued, he said, "We, as an organisation, try to cover as many places and countries as we can. Apart from a few countries that we don't cover, we make sure that we support the customer and bring them back home safe even if there is a travel advisory or emergency situation in a country. That's our duty and we'll continue doing that," he said.

On competition, Karvat said, "We are solely committed to selling travel insurance and giving medical