

# SAUMAchat



THE VOICE OF THE UMA



## TERSIA SAYS GOODBYE

Tersia Davey, chairperson of the SAUMA Board for the past four years, said her farewell in November this year. She shares with SAUMA members her experiences and achievements.

As the first woman to head SAUMA, I am extremely proud of our achievements the past four years. When I was elected some four years ago, my mission was to turn the association into a pro-active body that adds real value to the insurance industry. I also envisaged growing SAUMA into a force to be reckoned with; to truly become the voice of the UMA. I am proud to say that I achieved these goals and so much more.

### THE HIGHLIGHTS

During my term, the SAUMA Board reached certain milestones and introduced numerous new initiatives. These include:

1. Publishing SAUMA's quarterly newsletter – SAUMA Chat.
2. Created a new look and feel for SAUMA – the new logo will be launched soon.
3. The annual SAUMA conference with internationally recognised speakers.
4. Introducing a new category to FIA Awards – Underwriting Manager of the Year.
5. Holding monthly meetings with the board.
6. Establishing subcommittees to represent SAUMA at various industry events.
7. Introduction of Associate Memberships.
8. Redrafting of membership agreement in line with legislation and the new Companies Act.
9. Establishing excellent relations with industry bodies, including SAIA, the FSB, the Short-term Insurance Ombudsman and the FIA.

### PERSONAL EXPERIENCES

In a personal capacity, I gained an enormous amount of knowledge about products and services in the insurance industry and in particular legislation affecting the sector.

I had the privilege of getting to know hundreds of amazing people and building powerful networks.

I would like to thank the board members for their loyal support. Without your contribution, I would not have been able to reach my goals.

My wish for the future of SAUMA is to grow from strength to strength, to build on the existing relationships, to attract new members, and to see more women on the board.

## Gainsford named new chairperson

Rory Gainsford was elected Chairperson of the SAUMA Board. SAUMA Chat asked him a few questions.



**1. How do you feel about your election?** I feel privileged to be given the opportunity to lead the SAUMA Board which is full of exceptionally talented people. I am also honoured by the trust that these people have placed in me. It promises to be an exciting chapter in my life.

**2. How will you build on the foundation that Tersia laid?** I think that Tersia has done a fantastic job for SAUMA. I certainly do not see any need to change anything dramatically and hope to continue building on the foundation that Tersia and numerous other people have already laid for SAUMA. I hope that SAUMA will be able to continue adding value to its members and will also look for new ways to add further value. I hope to continue improving SAUMA's brand and image, and for SAUMA to become more relevant in the insurance industry. It is my wish that SAUMA develops closer working relationships with SAIA, FIA and the FSB.

**3. What is your management and communication style?** My management style is very inclusive and democratic. I think my communication style tends to be slightly on the informal side.

**4. Insurance is clearly your passion - why do you love it so much?** Insurance is one of my passions and the industry has and continues to be very good to me. I have never felt the need to look for any other occupation because I have always found sufficient challenge in the insurance industry, which continually changes and therefore continues to provide new challenges on a regular basis. I also believe that insurance plays a vital role in the economy and it is hard for me to imagine any country being successful economically without a sound insurance industry.

**5. What are your hobbies?** My hobbies are gym, cycling, dogs, the bush and overseas travel. I have been fortunate enough to visit 30 overseas countries including some unusual ones such as Alaska, Iceland, the Faroe Islands and at some stage I would like to see Greenland and the Amazon.

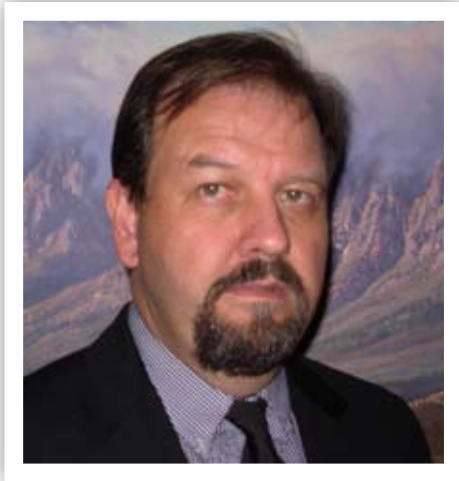
**6. Your message to members.** I wish all SAUMA members and their families a wonderful festive season and a healthy and prosperous 2012.



SAUMA wishes all its members  
a happy, relaxed festive season  
and a fabulous 2012!

# FIA AWARDS BENCHMARK

## ADDS VALUE TO THE INDUSTRY



The marketing and research company **Bluestream** has been responsible for the FIA Awards survey the past six years. **Pieter Aucamp** of **Bluestream** explains that the main objective of the survey is to nominate the top-performing product provider rated on the best intermediary satisfaction independently.

According to Aucamp 450 contracts were rated and 2 711 in-depth telephonic surveys done in 2011. The survey is based on the perceptions, views, expectations, awareness levels and opinions of FIA members about insurers in respect of:

- product quality;
- service quality;
- relationship quality; and
- overall satisfaction.

Says Aucamp, "Since our involvement in the process, we have gained valuable insight into the industry, especially with regards to the intermediary and insurer value chain.

"We have also noticed that the winning companies take the results seriously – they follow up on them by obtaining and studying the detailed findings of the survey. From this input they then develop more realistic and innovative strategies as core drivers to secure future competitiveness."

### GROWING UMA PARTICIPATION

To grow this UMA FIA Awards Category we need more UMAs to provide their broker

database to Bluestream, according to Aucamp.

"We will then establish which brokers on the list are also FIA members, qualifying them to be added to the random database. When brokers are phoned they will be asked to nominate one to three UMAs which they do business with for longer than a year."

Only SAUMA members will be taken into account.

### SPECIFIC FINDINGS ON UMAs

"Our survey indicated that the UMAs' average scores are amongst the highest ratings across categories. We conclude from this that the UMA business model is very broker centric and compatible due to the following aspects:

- Flexibility of product and service
- Innovativeness of the business model and products
- Relationship and direct access to senior management
- Knowledge of staff on insurance

"We also established that in the short-term insurance space, the UMA and the small insurance companies are perceived to compete much more directly in their value offering to the broker," Aucamp concludes.

### STATISTICS

- **Bluestream has done the annual survey since 2005.**
- **The total survey rated 6 087 insurance broker contracts.**
- **To achieve this we had to make over 16 000 telephone calls.**
- **By this time we can vouch that the benchmark is very stable and consistent over the past six years.**
- **FIA member participation truly represents the meaning of 12 000 intermediaries.**

## ASSOCIATED MEMBERS

SAUMA introduced a new category of members recently. The Associated Members are:



CENTRIQ



Guardrisk  
FINANCING RISK EFFICIENTLY



Hollard



MUTUAL & FEDERAL



Please note that [info@sauma.org](mailto:info@sauma.org) is the official SAUMA e-mail address. The [sauma@hixnet.co.za](mailto:sauma@hixnet.co.za) is no longer in use.