

These technologies enhance risk assessment by offering real-time insights into factors like weather patterns, crop health, and natural hazards, enabling insurers to better understand and price risks. The use of satellite data is central to parametric insurance schemes, reducing costs and speeding up claims processing. Additionally, satellite imagery aids in verifying claims and minimizing fraud by independently confirming events such as floods or crop damage. After disasters, satellite data supports rapid damage assessment and recovery prioritization.

Digital health services, including telemedicine, mobile health apps, and remote monitoring, have the potential to reduce barriers such as distance to healthcare facilities and high out-of-pocket costs, thereby making healthcare more accessible and relevant. Furthermore, digital health services generate valuable health data that insurers can use to design tailored and affordable products suited to the specific needs of underserved populations. By integrating healthcare delivery with insurance coverage digitally, these services strengthen healthcare outcomes and financial protection, advancing health equity and closing the insurance gap in low-income communities. They can also increase the perceived value of insurance by linking coverage to visible and immediate services.

Mobile platforms and fintechs facilitate the development and distribution of insurance products for underserved populations using their mobile phones. Fintech companies have a transformative role in expanding insurance outreach to low-income communities. They leverage technology to overcome traditional barriers, such as limited access, affordability, and lack of insurance literacy. Fintechs also improve data analytics and artificial intelligence, optimise claims processes through digital verification and faster payouts, enhancing trust and customer satisfaction, and support the development of risk management solutions tailored to the needs of low-income communities. Digital platforms also simplify enrolment, premium payments, and claims submission, providing a more convenient experience for customers with limited literacy or mobility. Digital transaction platforms designed for integration into an existing IT landscape can offer all-in-one systems for creating insurance quotes. In addition, they may provide self-service portals for end customers, thus enabling the operation of various sales channels, including direct sales via mobile devices.

Overall, the rapid development of new technologies provides unprecedented opportunities to improve financial services for underserved communities. However, the main bottleneck remains the acceptance of such technologies by consumers and the ability of providers to apply them effectively. Training and an enabling legal environment remain key on both sides, and will support the full utilisation of new technologies in serving SMEs, self-employed workers, and low-income households more effectively.

