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In the News

Reliance Nippon Life Insurance Launches 'Digi Daftar' – A Unique App To Empower Financial Advisors

Publication: **Outlook Money** | Date: **22/04/2024** | City: **Mumbai**

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22 April 2024



With an aim to professionalise the work-tooling of financial advisors, Reliance Nippon Life Insurance Company has unveiled its latest digital app: 'Digi Daftar' – a wide range mobile app tailored exclusively for financial advisors. This groundbreaking innovation, aptly dubbed "Aapka Apna Digital Office," promises to revolutionize the very fabric of how sales advisors operate, setting a new benchmark for efficiency, productivity, and success.

In the beta phase of its launch, the app found its appeal in its design keeping minimal tech savviness of a smartphone user at its core. This design approach has helped users self-discover over 90% of the features without any need for assistance or guidance during the pre-launch phase.

A Paradigm Shift in Financial Advisory:

In the News

Reliance Nippon Life Insurance Launches 'Digi Daftar' – A Unique App To Empower Financial Advisors

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Reliance Nippon Life Insurance Launches 'Digi Daftar' – A Unique App to Empower Financial Advisors

April 19, 2024

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Mumbai, April 19, 2024

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A Paradigm Shift in Financial Advisory:

Advisors are often handicapped by disjointed legacy systems in generating Return On Time Invested (ROTI). Further, they are limited by the lack of real-time insights in offering superior service experience and are thus perceived as 'sellers' instead of 'service providers'. Digi Daftar is RNLIC's endeavour to solve these ROTI and perception challenges of its financial advisors.

Before 'Digi Daftar,' financial advisors often grappled with outdated processes and a lack of real-time insights. Now, with 'Digi Daftar' advisors wield a powerful tool at their fingertips, empowering them to navigate the complexities of their profession with unprecedented ease and precision.

Key Features Redefining the Game:

- A dynamic glimpse into the performance metrics of an Advisor, such as customer base, policy count, and AUM through Digi Daftar to guide informed decision-making.

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Publication: **AD GULLY** | Date: **19/04/2024** | City: **Mumbai**



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Reliance Nippon Life Insurance launches 'DIGI Daftar'

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By **Passionate in Marketing** - April 19, 2024

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In the News

Reliance Nippon Life Insurance Launches 'Digi Daftar' – A Unique App To Empower Financial Advisors

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Published on April 20, 2024



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The Reliance logo consists of the word "RELIANCE" in white, uppercase letters on a blue rectangular background. A small red triangle is positioned above the letter "I".

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Mktg/Digi Daftar coverage report/V1/June'24