

BRINGING SHARED VALUE FULL CIRCLE THROUGH

Vitality Coach

To ensure our clients get the greatest value from their policies, Discovery Life is introducing Vitality Coach, a new mobile-led service that guides all Discovery Life clients to reach the highest Vitality status and maximise rewards.



Vitality Coach



With the new Vitality Coach from Discovery, your clients will be given every opportunity to get the most of out of their Vitality membership and Life Plan. New clients are taken through a guided onboarding journey that sets them up for maximum engagement and rewards. Clients are then assisted in improving and maintaining their Vitality status through nudges and suggestions throughout their policy term while having access to specialist and personalised support along the way.

Kick-starting your clients' Vitality engagement

Vitality Coach gives clients 24/7 access to a virtual agent who will provide them with guidance wherever and whenever they need it, easily through the web, Discovery app, and WhatsApp. This initiative aims to guide clients to a higher Vitality status and enhanced rewards.



CLIENT ACTIVATES THEIR INTEGRATED LIFE PLAN

The first step is the successful activation of the client's Integrated Discovery Life Plan. Once this happens, the Vitality Coach experience kicks off.



RECEIVES A CALL FROM AN ENGAGEMENT CONSULTANT

An engagement consultant will call the client to start their onboarding journey, and ensure a seamless experience.



REGISTERS FOR FURTHER ASSISTANCE

The client will be guided in downloading and activating the Discovery mobile app and registering for "Ask Discovery" on WhatsApp.

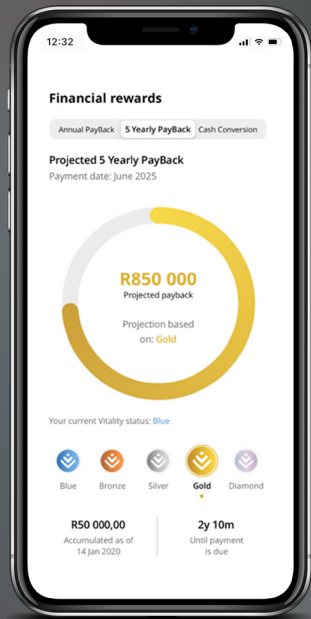


SETS UP VITALITY REWARDS





Clients are assisted in making sure they have activated relevant benefits such as HealthyFood, Active Gear and the Gym Benefit.

Ongoing engagement in **Vitality**

Vitality Coach will stimulate continued engagement through nudges and suggestions, helping clients get the most of both Vitality and their Life Plan.

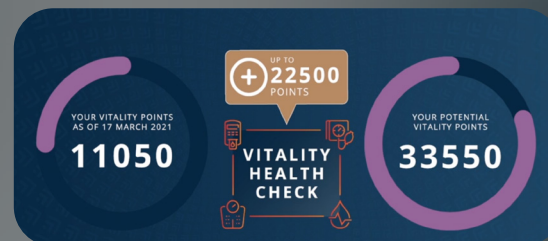


INTERACTIVE EXPERIENCE HELPS CLIENTS GET THE BEST OF VITALITY

-  Earn Vitality points by completing the online assessments, health checks and participating in fitness activities
-  Identify Vitality benefits which can be activated such as HealthyFood, Vitality Active Gear, Active Rewards and the Gym Benefit
-  Maintain and increase premium discounts and start earning up to 100% of premiums back in cash
-  See current and future financial rewards with the impact of further Vitality engagement

NEXT-GENERATION PERSONALISED COMMUNICATION

Personalised videos, and other similar experiences will celebrate past engagement and encourage clients to further improve their Vitality and Life rewards.






Personalised **real-time support**

INSTANT HELP ON DIGITAL CHANNELS

Specific support for Discovery Life clients through the Discovery service bot, will provide information on the impact of engagement with Vitality on your clients' Life Plans.

SUPPORT AVAILABLE THROUGH:

-  WhatsApp
-  Discovery mobile app
-  Discovery website

