

Presenting *with purpose*



Meet Rosman and his agent, Liyana

Liyana successfully pitched to Rosman by recommending solutions that can immediately address his business pressure points.

Prospective clients who are also innovative entrepreneurs:

Rosman is a local fashion designer with a growing fanbase. From a small boutique owner, his brand now has a huge social media following and has penetrated the popular local retail department stores. With a positive outlook, he now wants to expand his business operations to reach a larger market through e-commerce platforms.

Liyana has stood with Rosman since his humble beginnings as a start-up. Establishing long-term client relationships is key to her. After a call to catch up with Rosman, Liyana observes that the digitalisation of his growing business can pose a higher risk of cybercrime and logistic mishaps.

She gave a solid presentation on the risk assessments for Rosman's boutique, the retail market and cyberspace. Liyana highlighted the current trends in cybercrime, the atmosphere of Malaysia's security systems, and how e-commerce platforms store data that criminals can compromise. She also reviewed Rosman's policy and advised him that his current policy may be underinsured for the nature and size of his business today.

Liyana then offers Rosman Chubb's FlexiGuard Plus Business Insurance that is personalised to protect his retail and e-commerce practices. She also crafted a Chubb's Cyber Insurance coverage that protects Rosman's online platforms in case of unauthorised malicious practices. Beyond the basic needs, Liyana suggested Public Liability coverage for the possibility of damages by logistic mishaps and a Group Personal Accident protection covering employee work-related injuries. She backed up her points with real case studies of companies affected by these risks with tabulated data of the recovery costs incurred.

Rosman feels that Liyana presented him with a fair point while giving him the perfect solution he needs to mitigate the risk of business interruptions. The convenience and ease of their communication gives Rosman the confidence to continue being insured with Chubb to ensure that its coverage grows with his business.

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