

CLIENTNEWS

PRUDENTIAL CLIENTS NEWSLETTER

SECOND QUARTER 2024



*#ChaChing 2023/2024 program
at Kitante Primary School.*

**INSIDE
STORIES**

•Kyoto Series Debut
•Cha-Ching Program



•PrudentialGO
•Prudent Life Plan And many more...

Message from the CEO



Dear Valued Customers,

As we transition into the third quarter of 2024, I want to extend my heartfelt gratitude to each of you for your continued trust and support. The first half of the year has been marked by significant milestones and impactful initiatives aimed at enhancing financial security and literacy within our community. Your commitment to our journey has been instrumental in our success. We look forward to continuing this journey with you, providing innovative solutions and unparalleled service to secure a brighter future together.

Warm regards,
Tetteh Ayitevie
CEO, Prudential Assurance Uganda

Prudent Kyoto Series Debuts with “Future Proof Dreams”

We are happy to announce the debut of our Prudent Kyoto series with an inspiring event titled “Future Proof Dreams.” Hosted by Beatrice Byemanzi, a Maxwell-certified coach, this event set the tone for a series designed to provide real value and actionable insights for financial security.

Using the metaphor of building a strong “Kyoto” (fireplace), the series emphasizes the importance of creating warmth, stability, and a sense of community around financial well-being. Just as a well-built Kyoto offers a gathering place and enduring warmth, our masterclasses aim to equip participants with the tools to secure and nurture their financial dreams.

Beatrice shared valuable strategies on how to future-proof financial goals, fostering a community spirit and empowering attendees with knowledge. Stay tuned for more events in the Prudent Kyoto series!



Enhancing Lives with Essential Financial Guidance in Kampala (Pru Red Day)

Our dedicated agents recently took to the streets of Kampala to enhance the lives of Ugandans with essential financial guidance. This initiative highlighted the critical benefits of life insurance and how it safeguards financial futures and loved ones.

Our agents showcased the Prudent Life Plan, emphasizing its key benefits:

- 100 % premium refund if no claims are made during the policy term.
- 100 % payout for natural death.
- 200 % payout for accidental death.
- Free annual medical check-up.

Together, we are committed to securing the future of every Ugandan by providing the necessary tools and knowledge to achieve financial stability.



Celebrating Successful Sustainability Week

We are delighted to announce the successful conclusion of our Sustainability Week, culminating in the Prudential Sustainability Forum in partnership with CEO Summit Uganda. The forum focused on strategies for sustainable health, finance, and business, featuring insights from industry leaders to drive the movement towards a more sustainable future.

The event underscored the importance of collaboration and innovation in addressing sustainability challenges. We extend our gratitude to all speakers, moderators, and attendees for their invaluable contributions. Let's continue to lead with purpose and drive positive change together!

Prudent Kyoto Masterclass: Building Financial Security

We recently hosted the second Prudent Kyoto masterclass, themed “Foundations that Don’t Crumble: Mastering Personal Budgeting and Debt Management.” Grace Munyirwa, Founder of Vine Pharmaceuticals, shared invaluable insights on financial discipline and the importance of avoiding unnecessary debt. Our CEO, Tetteh Ayitevie, also guided participants through the importance of daily savings and building strong financial foundations.

Stay tuned for more insights and updates from the Prudent Kyoto series as we continue to empower our community with the knowledge to achieve financial security and stability



ChaChing Program Empowers Over 11,000 Children

We are proud to announce the successful conclusion of our #ChaChing 2023/2024 program at Kitante Primary School. This initiative has empowered 11,000 children, aged 9-12, with essential financial literacy skills across 72 schools in Kampala.

We extend our heartfelt thanks to the Prudence Foundation and Junior Achievement (JA) Uganda for their invaluable partnership and generous funding. Together, we are paving the way for a generation of financially savvy children.



Prudential Uganda Wins 2024 Insurance Innovation of the Year



We are thrilled to share that Prudential Assurance Uganda won the 2024 Insurance Innovation of the Year award at the 9th Africa Insurance Awards (AIA) in Windhoek, Namibia. Our groundbreaking product, Hospital Sente, was recognized for its affordability and strong commitment to ESG (Environmental, Social, and Governance) principles. We are honored to lead the way in insurance innovation and make a positive impact in the industry.

Pru Café: A Delightful Mix of Customer Service and Café Culture

At the Pru Café, we combined exceptional customer service with a delightful café culture. Customers enjoyed their favorite coffee while addressing their concerns with our top-notch service team, making their visits unforgettable.

Introducing Prudential Go: Protecting Your Loved Ones' Tomorrow, Today



We are excited to introduce Prudential Go, a simple and convenient way to access our services. By dialing ***284*170#**, customers can view premium statements, make premium payments, raise claims, purchase life insurance, and rate our service. Available for both MTN and Airtel mobile money clients, Prudential Go makes protecting your family's financial future effortless.

Prudential Go USSD Code - FAQs

What is Prudential Go?

Prudential Go is a convenient and user-friendly USSD-based service that allows Prudential Assurance Uganda customers to access various insurance services directly from their mobile phones. By simply dialing ***284*170#**, customers can manage their insurance policies without the need for internet access.

How do I access Prudential Go?

To access Prudential Go, dial ***284*170#** on your mobile phone. This service is available for both MTN and Airtel mobile money clients.

What services can I access through Prudential Go?

Prudential Go offers a range of services, including:

- Viewing premium statements
- Making premium payments
- Raising claims
- Purchasing life insurance
- Rating our service

Do I need an internet connection to use Prudential Go?

No, you do not need an internet connection to use Prudential Go. The service is accessed via USSD, which works on any mobile phone with network coverage.

Can I use Prudential Go if I am an MTN or Airtel customer?

Yes, Prudential Go is available to both MTN and Airtel clients.

How do I view my premium statements using Prudential Go?

To view your premium statements, dial ***284*170#** and follow the prompts to access your premium statement details.

How can I make premium payments through Prudential Go?

To make premium payments, dial ***284*170#** and select the option for premium payments. Follow the prompts to complete your payment using MTN or Airtel mobile money.

How do I raise a claim using Prudential Go?

To raise a claim, dial ***284*170#** and choose the option for raising claims. Provide the necessary information as prompted to submit your claim.

Can I purchase life insurance via Prudential Go?

Yes, you can purchase life insurance through Prudential Go. Dial ***284*170#** and select the option for purchasing life insurance. Follow the prompts to complete your purchase.

How do I rate Prudential's services using Prudential Go?

To rate our services, dial ***284*170#** and select the option to rate our service. Follow the prompts to provide your feedback.

Is there a cost associated with using Prudential Go?

Using Prudential Go is free of charge; however, standard network charges for using USSD may apply depending on your mobile network provider.

What should I do if I encounter issues using Prudential Go?

If you encounter any issues using Prudential Go, please contact our customer service team at

0800200052 or email customercare@prudential.ug for assistance.

Can I access Prudential Go outside Uganda?

Prudential Go is designed to work within Uganda. If you are outside the country, you may not be able to access the service due to network limitations, instead you can access your dashboard via the Prudential Uganda mobile app downloadable from Google Play Store or Apple Store alternatively you can access the web version via client.prudential.ug

How secure is Prudential Go?

Prudential Go is designed with security in mind. All transactions and personal information are protected to ensure your privacy and security.

For more information or assistance, please contact our customer service team at **0800200052** or email customercare@prudential.ug.

Prudent Life Plan: A Partnership for Tomorrow

Our recently launched Prudent Life Plan offers more than just coverage. It stands out with unique benefits, including:

- 100 % of the sum assured at natural death.
- 200 % on accidental death.
- 50 % on critical illness.
- 100 % of all premiums paid back at maturity if no claim is made.

This plan provides peace of mind and secures your future.

Frequently Asked Questions about the Prudent Life Plan.

Understanding your financial planning options is key to securing your future. Here are some of the most common questions we receive about our Prudent Life Plan.

Insurance Sports Gala at KISU

Prudential Uganda fully participated in the Insurance Sports Gala at Kampala International School Uganda (KISU) on June 29, 2024, under the theme “Insure Your Victory.” It was a fun-filled day of teamwork and unforgettable memories. We emerged as this year’s Netball champions and Volleyball finalists. Congratulations to all participants on a successful event.



1. What is the difference between term life insurance and other types of life insurance?

Response: Term life insurance offers coverage for a specific period, providing financial protection during that time. Other types like whole life insurance offer lifetime coverage with savings components.

2. Can I customize the coverage based on my needs?

Response: Absolutely! Our product allows you to tailor coverage to your requirements, ensuring it aligns with your financial goals.

3. What if I don't make any claims during the term?

Response: That's great! If you don't make any claims and your policy remains active until the end of the term, we'll return 100 % of the premiums you paid.

4. Does this policy have bonuses?

Response: No, because it is a pure risk product and provides a higher Sum Assured.

5. How is the product different from the level term?

Response: This term life provides a 100 % premium

refund if you survive until the end of the policy term.

6. What happens if I am unable to fund my policy?

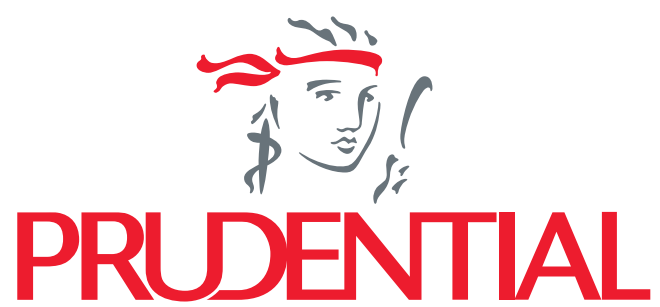
Response: If you're unable to fund your policy, you are given a grace period of 90 days. After which the policy will be lapsed. If a policy is lapsed, no benefit shall be payable to the policyholder. However, the lapsed policy can be reinstated either by paying all outstanding premiums.

Once a policy is lapsed it can be reinstated within 24 months of lapse without any additional waiting period being imposed. All arrear premiums must be paid in full in a lumpsum before the policy can be reinstated.

These stories not only highlight our recent achievements and initiatives but also demonstrate our commitment to improving financial literacy and security within our community. Stay connected for more updates and inspiring stories from Prudential Uganda.

Thank you for your continued support.





PRUDENTIAL UGANDA NEWSLETTER

Find out more at:
www.prudential.ug