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Innovative Payment Solutions Transforming the African Insurance Landscape: Pay@ Driving Efficiency and Customer Experience

In the ever-evolving African insurance sector, innovative payment solutions are crucial to addressing longstanding challenges in this space, especially in premium collection and retention. Ensuring timely premium payments is one that many insurance providers in Africa face, particularly in sectors like funeral cover, where a significant portion of policyholders rely on cash payments.

Technological advances have fortunately transformed the insurance and specifically funeral policy payment and collections space. Today, a funeral policyholder can simply walk to a retailer outlet, pay their monthly premium in cash, and rest assured that the funeral house is notified of their payment in real time. By making the entire payment and collection ecosystem more effective, inclusive, and efficient, keeping their funeral policies active until it is needed most has become a more realistic reality.

As one of Southern Africa's leading payments providers, Pay@ has been a transformative force in this space, offering a seamless and inclusive payment ecosystem that benefits both insurers and policyholders by taking payment collection points to the people. Through Pay@, policyholders can easily pay their premiums at convenient locations while shopping, eliminating the need for travel and ensuring that their insurance coverage remains active. Pay@'s services are particularly beneficial in the funeral insurance niche, where missed payments or

incorrect identification of payments could lead to policy cancellations. By providing a real-time notification system, Pay@ ensures that both insurers and policyholders are always in sync.

Research data from Pay@ shows how essential an extended choice of payment points have become to a large group of South African policyholders. According to transactions in 2024, the vast majority of payments are conducted via retail payment channels. A strong reliance on retail payments such as this shows that the underbanked heavily rely on cash and in-person payments.

However, the increasing impact of digital payments can't be ignored. While only 6,2% of funeral policy transactions were digital, the number of digital payments more than doubled from 2022 to 2024. Clearly, while the majority of South African funeral policyholders are still within the underbanked segment, digital literacy and adoption are steadily growing.

From the recent African Insurance Ecosystem (AIE) 2025 conference, attendees witnessed firsthand the immense potential for insurers to drive business growth through technology and innovation. The discussions around the challenges and opportunities in the insurance sector were enlightening, and it was clear that the industry is on the cusp of transformation.

As the insurance landscape evolves, the need for innovative payment solutions becomes increasingly crucial. Insurers are facing a growing demand for streamlined, efficient systems that not only enhance customer experience but also address operational challenges.

At Pay@, we recognise that the future of insurance payments lies in offering solutions that transcend traditional methods. Our partnership with over 300 insurance providers allows policyholders to seamlessly maintain their funeral cover with ease, even while going about their daily activities, like shopping. This is just one example of how the payment experience can be transformed - making insurance more accessible, more convenient, and ultimately, more aligned with the needs of South Africans in a rapidly changing financial ecosystem.

About Pay@

Pay@ is a leading payments solutions provider in Southern Africa, processing millions of transactions each month for hundreds of billers and merchants across multiple payment channels. By combining cutting-edge technology with a deep understanding of consumer needs, Pay@ simplifies financial transactions, helping businesses and consumers save time and reduce error rates. In the insurance sector, particularly within funeral cover, Pay@ has played a pivotal role in ensuring consistent premium payments, even in the most underbanked communities.