

MyLIC and Super Sales Saathi Mobile Applications

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MyLIC and Super Sales Saathi Latest News

Life Insurance Corporation of India (LIC) recently launched two advanced mobile applications—MyLIC and Super Sales Saathi.

About MyLIC and Super Sales Saathi

- These are two **advanced mobile applications launched by Life Insurance Corporation of India (LIC); MyLIC for customers** and **Super Sales Saathi for its vast network of intermediaries.**
- **MyLIC App:**
 - It offers a comprehensive, **360-degree digital experience, integrating multiple services** into a single platform.
 - Designed to **reduce paperwork** and **improve convenience**, it empowers **policyholders to manage their insurance needs** seamlessly.
 - **Key features** include:
 - View and **manage entire insurance portfolio** in one place

- Instant **premium payments**
- Real-time **tracking of policy benefits**
- **Paperless policy loans**
- **Online policy updates** and revival of lapsed policies
- Digital purchase of new insurance plans
- Fast and **secure e-KYC**
- The app aims to **put customers in control** of their financial protection journey while ensuring faster and more transparent services.
- **Super Sales Saathi App:**
 - It is tailored **for LIC's intermediaries and agents**, enabling them to enhance productivity and customer service through advanced digital tools.
 - **Key capabilities** include:
 - **Digital sales and marketing tools**
 - Real-time policy status tracking
 - **Automated reminders** for follow-ups
 - **Integrated communication with customers**
 - **AI-driven insights** to improve customer value
 - **Digital sales kits** and product explainers
 - **Performance dashboards** for tracking targets and achievements
 - This platform is expected to significantly improve efficiency across LIC's vast distribution network.
- **Both applications** are **built on LIC's DIVE (Digital Innovation & Value Enhancement) platform**, which provides a secure, integrated, and scalable digital infrastructure.
- The platform is designed to deliver a seamless experience across customers, intermediaries, and employees—ensuring faster processing, enhanced security, and improved service delivery.

Source: PIB

Source: <https://vajiramandravi.com/current-affairs/mylic-and-super-sales-saathi-mobile-applications/>

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