RG-06 | Scaling Life Cash Boost – a fully digital life insurance product for low-income segments, Zambia

Company name	Briisk Limited	SCBF Contribution:	CHF 115,862
Country	Zambia	Instrument:	Repayable Grant
Duration:	Aug 2026 – Nov 2027	Target group:	Low-income clients
Potential Outreach:	53,000 policies (45% women lives covered)	Product:	Life Insurance

PURPOSE AND VISION

Zambia has made progress in financial inclusion, with 70% of the population been able to access financial products, services or channels, yet rural and semi-rural penetration remains significantly lower at 57%. Within the informal market economy, which makes up the vast majority of Zambia's GDP contribution drivers, life and general insurance penetration remains extremely low. The target market comprises almost 11 million adults, most of whom are informally employed and are engaged in small businesses, part-time or contract work.

With Zambia as the catalyst for future Africa expansion, Briisk with their local Zambian insurer Bestlife and Zep-Re as the digital underwriter for Africa, aim to expand Life Cash Boost and a number of other insurance products across Zambia and then onwards across the continent. The project seeks to increase insurance penetration among Zambia's low-income and informal-sector population through a combination of digital tools, technology and community-based distribution. Zambia will serve as a blueprint for broader African expansion over the next 3–5 years, with progress already underway in 12 additional countries.

PROGRAMME DESIGN AND DELIVERY

The programme combines physical and digital distribution to expand access to affordable life insurance among Zambia's low-income and informal-sector population. SCBF funding will support the recruitment, training and management of 50+ sales agents who will be trained to promote and provide customer support to customers in their communities. Sales agents can assist customers to digitally on-board, select and pay for their preferred policies with subsequent policy administration and claims support being provided by Conversational AI. Briisk's cloud-based Insurance Transaction Platform (BITP) digitises the entire insurance value chain, and agents promote insurance to informal traders, SMEs, contract workers, church groups and savings clubs, enabling a scalable and cost-efficient delivery model.

OUTCOMES, IMPACT AND LEARNING

By the end of the project capacity-building funding, the target is to have approximately 53,000 in-force policies across Zambia. The projections for lives to be covered aims to bring 100,000+ Zambian lives under affordable life insurance coverage with a particular focus on women getting covered with their children, which is expected to be approximately 45% of total lives covered. The lives to be covered are within low-income, rural, semi-rural and informal-sector populations. The project will strengthen financial literacy through simple product structures, basic product education with videos, agents providing customer support, all supplemented by AI to ensure scaling. Simple mobile money payments, which can be augmented by cash payments where needed will make insurance premium payments simple and ubiquitous.

The Zambia rollout will provide learning and experience by combining agent-led digital distribution, customer education and technology-enabled insurance delivery, providing a blueprint for future scaling of the Life Cash Boost product across African markets with the addition of similar products.

Partnering with: