



Welcome to FurSure!

Thank you for downloading the FurSure HR Info Pack.

We're excited that you're considering pet insurance as an employee benefit for your team. This comprehensive pack has been designed to make exploring and implementing pet insurance benefits as straightforward as possible for HR professionals like yourself.

Why Pet Insurance?

The world of employee benefits is changing. Most companies still offer the same basics - medical aid, pension, life cover - because that's what's always been done. But your employees' lives don't look the same as they did 20 years ago.

Here's what we're seeing: employees want benefits that actually matter to their real lives. The companies winning the talent game aren't just ticking boxes anymore - they're showing they understand what their people care about.

Pet insurance hits differently because:

- 70% of South Africans own pets, and for most of them, these aren't just animals - they're family
- Unexpected vet bills can easily run into the tens of thousands, creating genuine financial stress
- When you offer pet insurance, you're saying "we get it - your pet matters to you, so they matter to us"

It's especially powerful with younger employees. For many millennials and Gen Z workers, their pets genuinely are their kids. Offering pet insurance isn't just a nice-to-have - it's showing you understand their world.

FurSure makes it easy - seamless payroll deductions, plug-and-play onboarding, and flexible plans that employees manage directly.



What's Inside Your Info Pack:

Employee Interest Assessment Tools

Ready-to-use Slack polls and employee feedback surveys to help you gauge internal interest and build a business case.

Optional Support Services

A comprehensive list of additional services available to you, from pre-agreement alignment sessions to post-launch success strategies.

What you will receive after the first discovery session:

Standard Operating Procedure (SOP)

A step-by-step guide that outlines our simple rollout process, making implementation effortless with minimal admin burden.

Communication Templates

A complete suite of employee onboarding messages and templates to help you communicate this valuable benefit clearly and effectively.

Our Commitment to You

Our goal is to make pet insurance benefits implementation as effortless and impactful as possible. We understand that HR teams are busy, which is why we've designed our process to deliver maximum employee value with minimal administrative burden.

Every element in this pack can be tailored to your team's specific needs, and we're here to support you every step of the way.

Ready to Get Started?




After reviewing the materials, we'd love to hear from you. Whether you have questions about the process, want to discuss customization options, or are ready to schedule a follow-up session to walk through implementation together, we're here to help.

Contact Information:

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We're looking forward to partnering with you on this exciting initiative that will bring real value to your employees and their beloved pets.