



PRIME INSURANCE LTD
CUSTOMER SERVICE CHARTER
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1. Technical department
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Approval

This policy has been prepared in accordance with the Regulation N° 55/2022 of 27/10/2022 Relating to Financial Service Consumer Protection and approved by the board of directors at its ordinary meeting held on 26 March 2025 and signed on its behalf by:

Names and Position	Signature
Col (Rtd) Eugne M. HAGUMA Chief Executive Officer	
Camille KARAMAGA Chairman of the Board of Directors	

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1. INTRODUCTION

Prime Insurance Customer Service Charter sets out our commitment to providing a high standard of customer service. We aim to meet your insurance needs by offering quality service and products. Our customers are the cornerstone of our business, and we consistently strive to exceed your expectations by anticipating and addressing your insurance needs.

Prime Insurance, originally established as COGEAR Ltd in 1995, obtained a license from the National Bank of Rwanda to offer both general and life insurance services. In compliance with regulatory directives and to expand its services, it created Prime Life Assurance Ltd in December 2011 with a focus on long-term (life) insurance policies, leading to its authorization by the regulator in May 2012.

In 2014, Prime Insurance was predominantly owned by Greenoaks Global Holdings. Significant ownership changes occurred in 2017, with Rwanda Mountain Tea and Kitabi Tea Company becoming major shareholders. By 2023, FINAFRICA acquired the majority ownership of the company. Presently, Prime Insurance has FINAFRICA and Kitabi Tea Company as its principal shareholders. Accredited by the National Bank of Rwanda, Prime Insurance provides comprehensive short-term insurance solutions.

Our primary objective is to bring credible, innovative, and robust short-term insurance products to our customers. We eliminate the guesswork from insurance by working efficiently and successfully delivering fit-for-purpose, market-leading insurance products and services across Rwanda.

1.1 Our Commitment

Prime Insurance Ltd is not only focused on increasing revenues and ensuring optimal returns for stakeholders but is also committed to making a positive impact on society and supporting the government's economic development efforts. Our key strategy is to be the first choice for insurance customers and become the market leader in the Rwandan insurance sector.

1.2 Our Vision

To be the leading and most admired financial institution in Rwanda by all customers and employees.

1.3 Our Mission

To ensure that every Rwandan has access to the appropriate insurance cover, provided with the highest level of customer service and satisfaction.

1.4 Our Values

At Prime Insurance, our values are part of our DNA, guiding everything we do and how we serve our customers:

- Professionalism
- Innovation
- Customer Satisfaction
- Teamwork
- Integrity
- Objectivity

1.5 Motto

Secure Tomorrow Today

1.6 Our Services

This Service Charter outlines the types of products and service standards we aim to provide:

- Motor Insurance
- Property Insurance
- Accident Insurance
- Engineering and Technical Risk Insurance
- Travel Insurance
- School Liability Insurance
- Money Insurance
- Bond Guarantees
- Third-Party Insurance
- Medical Insurance
- Marine/Transport Insurance
- And other specialized insurance products

2. KEY COMMITMENTS

a. Service Excellence

Delivering high levels of service across all branches and franchises.

Ensuring accessible and convenient services, including online and mobile platforms available 24/7.

b. Fairness

Acting fairly and reasonably towards all customers.

Establishing clear procedures for handling complaints to ensure fair and prompt resolution.

Practicing non-discriminatory policies in all customer interactions.

c. Security

Maintaining confidentiality and privacy of customer information as per financial regulations and codes of conduct.

d. Accountability

Explaining and helping customers understand insurance benefits, risks, and product profiles.

Ensuring all products and services comply with the National Bank of Rwanda's regulations.

e. Transparency

Providing clear, relevant, and timely information to help customers make informed decisions.

Setting clear terms and conditions for each insurance product and service, including fees, charges, penalties, and obligations.

Keeping customers informed through multiple communication channels, including branches, online platforms, SMS, and call centers.

3. SERVICE STANDARDS

- a) General Customer Service: Aim to serve customers promptly in all outlets, including our main office and franchises, within 3 to 5 minutes for general inquiries.
- b) Resolve minor complaints within 24 hours and major complaints within 72 hours.
- c) Claims Processing: Process all approved claims payment vouchers within 72 hours, subject to the availability of all necessary documents.
- d) Policy Renewal Notices: Sent to clients 30 days and one week before the renewal date.
- e) Call Handling: Answer calls within 3 rings at any of our branches or call centers. Ensure prompt return of calls when voicemail is used.
- f) Correspondence & Documentation: Resolve complex queries and documentation issues within 24 hours, provided all requested documents are available.
- g) Quotation Processing: Simple and telephonic quotations: immediately upon request (within 1 hour). Complex quotations requiring senior approval: provided within 24 hours.
- h) Operating Hours:

Monday to Friday: **8:00 AM – 5:00 PM**

Saturday: **8:00 AM – 4:00 PM**

We also serve you using our **USSD Platform *177#**

Customer Feedback & Continuous Improvement

We value customer feedback and conduct regular Customer Service Surveys. This charter is reviewed annually to ensure continuous improvement in service delivery.

For inquiries, concerns, complaints, or compliments, please contact us:

Head Office:

MIC Building, KN2, Av. Nyarugenge, Kigali – Rwanda

Toll-free Number: 1320

Email: callcenter@prime.rw

Website: www.prime.rw