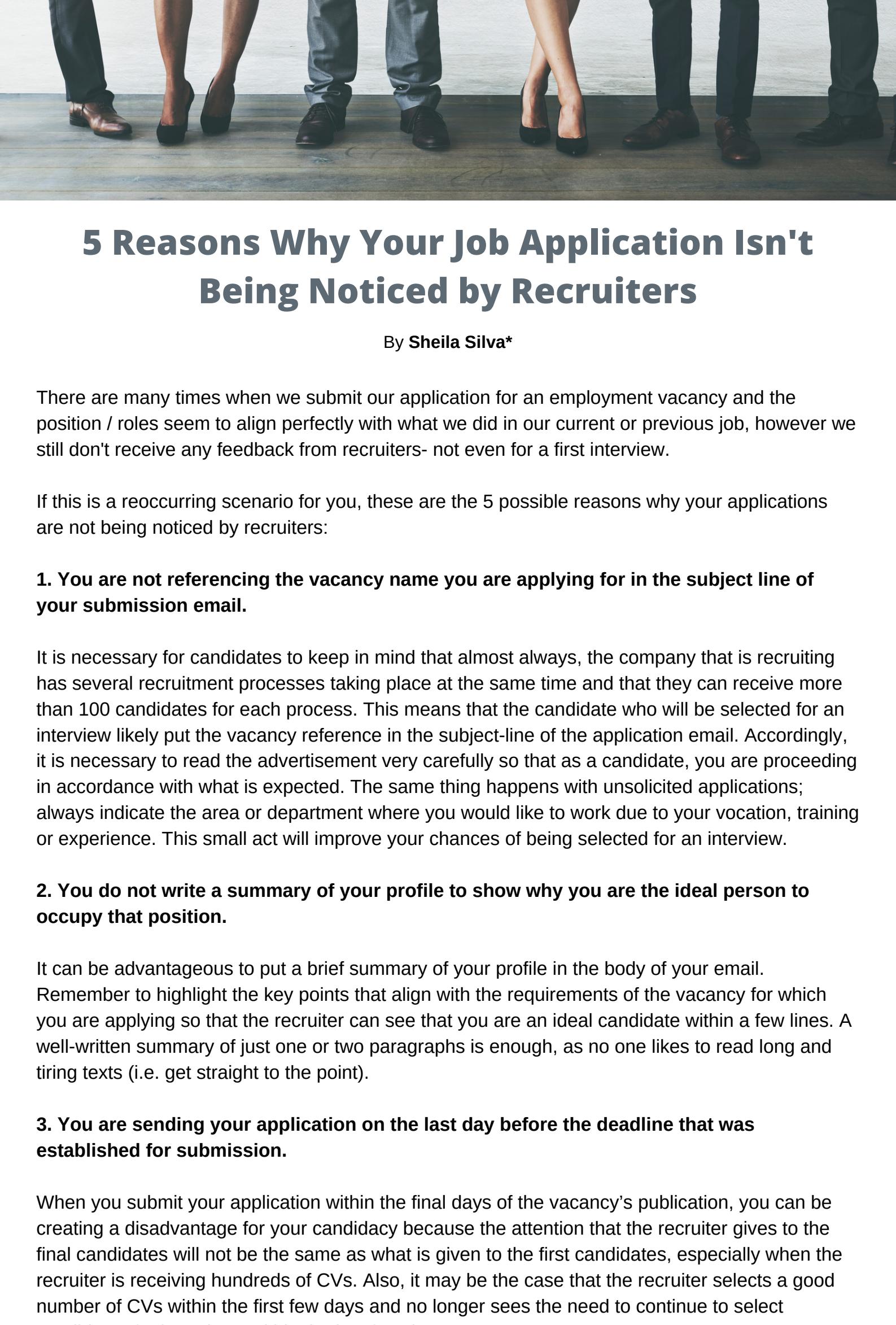


MONTHLY NEWSLETTER

ISSUE 20 VOL. 2



5 Reasons Why Your Job Application Isn't Being Noticed by Recruiters

By Sheila Silva*

There are many times when we submit our application for an employment vacancy and the position / roles seem to align perfectly with what we did in our current or previous job, however we still don't receive any feedback from recruiters- not even for a first interview.

If this is a reoccurring scenario for you, these are the 5 possible reasons why your applications are not being noticed by recruiters:

1. You are not referencing the vacancy name you are applying for in the subject line of your submission email.

It is necessary for candidates to keep in mind that almost always, the company that is recruiting has several recruitment processes taking place at the same time and that they can receive more than 100 candidates for each process. This means that the candidate who will be selected for an interview likely put the vacancy reference in the subject-line of the application email. Accordingly, it is necessary to read the advertisement very carefully so that as a candidate, you are proceeding in accordance with what is expected. The same thing happens with unsolicited applications; always indicate the area or department where you would like to work due to your vocation, training or experience. This small act will improve your chances of being selected for an interview.

2. You do not write a summary of your profile to show why you are the ideal person to occupy that position.

It can be advantageous to put a brief summary of your profile in the body of your email. Remember to highlight the key points that align with the requirements of the vacancy for which you are applying so that the recruiter can see that you are an ideal candidate within a few lines. A well-written summary of just one or two paragraphs is enough, as no one likes to read long and tiring texts (i.e. get straight to the point).

3. You are sending your application on the last day before the deadline that was established for submission.

When you submit your application within the final days of the vacancy's publication, you can be creating a disadvantage for your candidacy because the attention that the recruiter gives to the final candidates will not be the same as what is given to the first candidates, especially when the recruiter is receiving hundreds of CVs. Also, it may be the case that the recruiter selects a good number of CVs within the first few days and no longer sees the need to continue to select candidates for interviews within the last few days.

4. You do not send the required documents as requested in the advertisement.

It is necessary to read the job post very carefully in order to avoid the mistake of failing to submit all the requested documents. For some recruiters, failure to submit the required documents can be a preliminary elimination factor.

5. You send your application email without the required attachments.

Amazingly, this is something that happens often. Some candidates even forget to attach necessary documents when they send their application and don't even realize it. Others realize their mistake and immediately send another email with the required attachments, however this can reveal a lack of attention or interest to recruiters.

*Admin & Marketing Manager | RSM Mozambique

Mozambique Financial Markets

By Banco BiG Mozambique*

The Prime Rate of the Mozambican Financial Systems has increased to 190 bps in October, going from 20,60% to 22,50%. Such increase was mainly due to indexing whose calculation is based on the MIMO reference rate, determined by the Bank of Mozambique.

REFERENCE RATES

Reference Interest Rate

| Rate | Current | Previous (1) | Var. Monthly | Var YTB |
|------------|---------|--------------|--------------|---------|
| MIMO | 17.25% | 15.25% | 2.0% | 4.0% |
| FPC | 20.25% | 18.25% | 2.0% | 4.0% |
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Prime-Minister Encourages the Implementation of More Insurance Products in the Country

Source: **Diário Económico***

The Prime Minister, Adriano Maleiane, encouraged the insurance industry to implement more insurance products targeting, mainly, for the low-income households, as well as for micro, small and medium-sized companies, as a way to protect the income of those involved in these activities.

Maleiane presented his speech on Wednesday, October 12, at a gala regarding the 30th anniversary Fidelidade Ímpar, where he stated that the Government has been paying special attention to the insurance sector due to its contribution to the national economy, through the realization of its main vocation, which consists of covering risks of various dimensions, replacement of material damage, income in the event of claims, as well as financial protection of people and property.

The governor stressed that the insurance sector has contributed to the increase in the supply of long-term financing, from internal sources, which allows the development of infrastructure projects and the real estate market, among others.

"Taking into account its relevancy to the economy that the Government has improved the legal and institutional framework of this sector whose aim is to create conditions to have access to insurance related services, including micro-insurance, as well as insurance intermediaries," he said.

With the improvement of the legal framework and policies of insurance activities, the Government also intends "to ensure that the country has a solid, diversified, competitive and inclusive financial sector, with a long term goal of increasing the population's access to financial and insurance services", he said.

The head of the Government stressed that these actions and measures, combined with the proactive action of insurance companies operating in Mozambique, are competing for the expansion of the services of the insurance business, which has allowed the increase of the population's access to these services.

According to Adriano Maleiane, the access to insurance services increased from 8% in 2016 to 17.1% in 2021, especially in the non-life sector, which registered a growth of 5.6% points in this period.

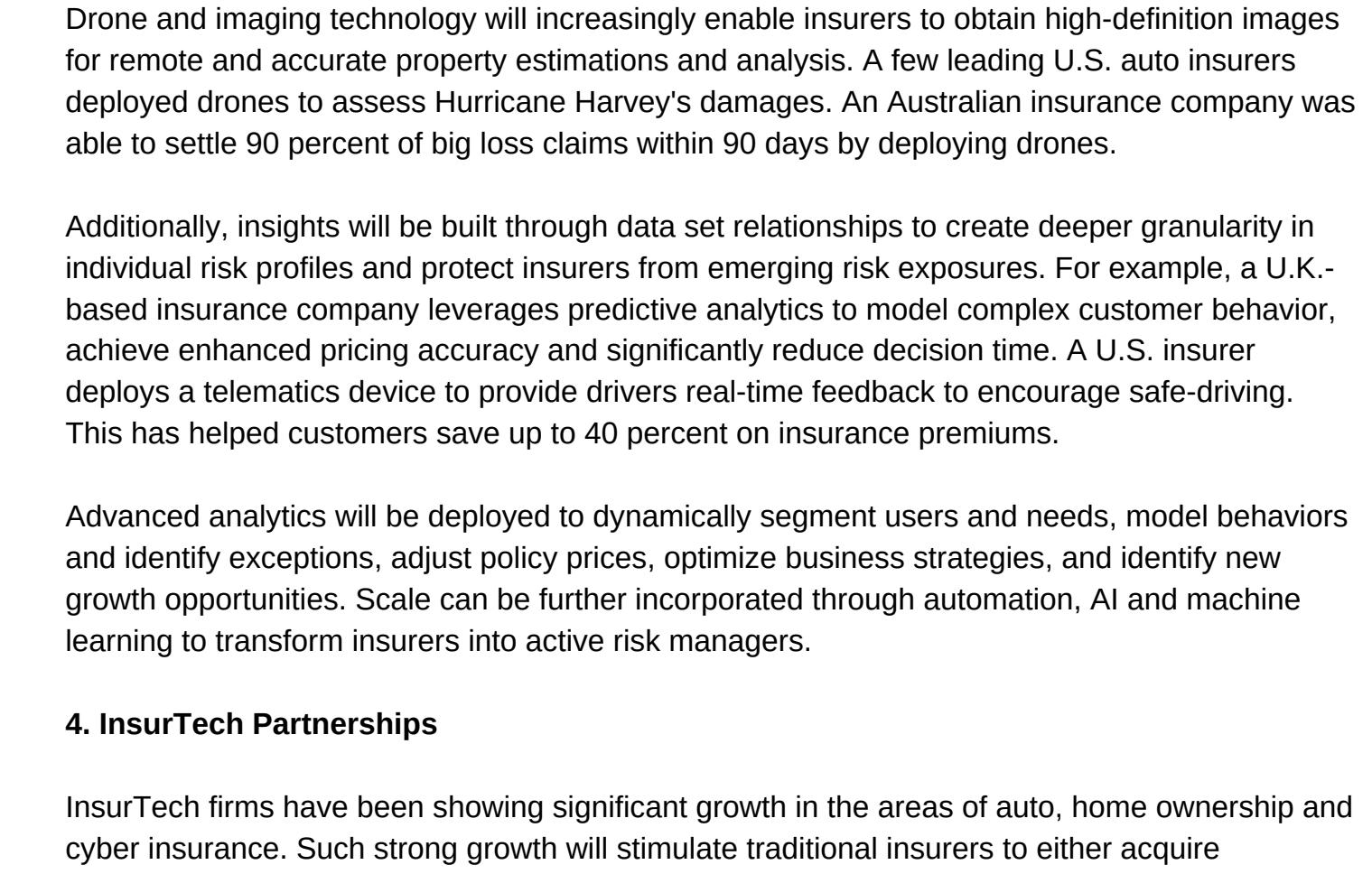
Mr. Manuel Gamito, one of Fidelidade Ímpar's board member, shared the company's historical journey in the 1990s, which had the economic restructuring program developed by the Government as a pilot.

The CEO of the insurance company, Carlos Leitão, noted that the acquisition of 70% of the capital of Ímpar by Fidelidade, was the action which allowed this group to consolidate its operations in Mozambique.

*Economic, Financial and Business information portal

Top 5 Trends in the Insurance Industry

TRENDS IN THE INSURANCE INDUSTRY



The USD 5 Trillion global insurance market¹ is in the midst of a game-changing course correction that will re-define 'business as usual.' A 'digital first' urgency is sweeping across the landscape, driven by a new generation of consumers, data, automation and Artificial Intelligence (AI).

Let's take a look at the top trends that are shaping the insurance industry and how digital technologies are driving irreversible change.

1. New Models, Personalized Products

The digital economy will make usage-based, on-demand and 'all-in-one' insurance lifestyle products more relevant. Customers will prefer personalized insurance covers instead of the one-size-fits-all products currently available.

Today, more than 80 percent of the premiums collected by insurers is lost to distribution costs. Digital models will make intermediaries in the insurance value chain - marked by their excessive dependence on human effort - obsolete.

Flexible coverage options, micro insurance and peer-to-peer insurance will become viable options in the long run. Reinsurers will provide risk capital directly to digital brands, and regulatory frameworks will accommodate shorter value chains.

Lifestyle apps will re-imagine the insurer-insured relationships. Application Programming Interfaces (APIs) will enable the creation of insights-driven offerings as they integrate data from multiple sources. Deeper understanding of customer behaviors will lead to more accurate risk assessments, personalized premiums and value on a sustainable basis for better customer experience and brand loyalty, plus reduced false claims.

2. AI & Automation for Faster Claims

Robotic Process Automation (RPA) and AI will occupy center stage in insurance, driven by newer data channels, better data processing and AI capabilities in AI algorithms.

For example, InsurTech company Lemonade's business model deploys AI and behavioral economics as its core elements. While AI eliminates brokers and paperwork, its behavioral economics capabilities minimize fraud - leading to reduced time, effort and costs.

Another InsurTech firm, Tyche, has deployed an AI-infused claim likelihood model in underwriting to accurately determine the risks and achieve higher profitability.

Boots will become mainstream in both the front and back-office to automate policy servicing and claims management for faster and more personalized customer service. For example, a leading U.S. auto insurer's virtual assistant answers customer queries on policies and payments. Lemonade's claims bot, Jim, assesses and pays out property claims in just three seconds. Lemonade's insurance agent, SPiXX, interacts with customers through a mobile app and other messenger platforms to help in the purchase of the right policies.

AI and automation will profoundly impact and improve business outcomes in customer experience, cost optimization, operational efficiencies, market competitiveness and new business models.

3. Advanced Analytics & Proactivity

Premiums will become highly personalized, enabled by new sources of tech-enabled data such as Internet of Things, mobile-enabled InsurTech apps and wearables. With the connected devices market poised to grow strongly in the next five years, Property and Casualty (P&C) insurers will be able to extract real-time and accurate data on the loss exposure of individual consumers. This will help them proactively respond with timely and highly personalized interventions.

A Europe-based insurance company's partnership with Panasonic is a good example. Panasonic's sensors provide mobile alerts to both the insurer and its customers for quick and informed mitigation of issues.

Drone and imaging technology will increasingly enable insurers to obtain high-definition images for remote property assessments. A few leading U.S. auto insurers have deployed drones to assess Hurricane Harvey's damages. An Australian insurance company was able to settle 90 percent of big loss claims within 90 days by deploying drones.

Additionally, insights will be built through data set relationships to create deeper granularity in individual risk profiles and protect insurers from emerging risk exposures. For example, a U.K.-based insurance company leverages predictive analytics to model complex customer behavior, achieve enhanced pricing accuracy and significantly reduce decision time. A U.S. insurer deploys a telematics device to provide drivers real-time feedback to encourage safe-driving. This has helped customers save up to 40 percent on insurance premiums.

Advanced analytics will be deployed to dynamically segment users and needs, model behaviors and identify exceptions, adjust policy prices, optimize business strategies, and identify new growth opportunities. Scale can be further incorporated through automation, AI and machine learning to transform insurers into active risk managers.

4. InsurTech Partnerships

InsurTech firms have been showing significant growth in the areas of auto, home ownership and cyber insurance. Such strong growth will stimulate traditional insurers to either acquire technology capabilities or partner with InsurTech companies. With an increasing demand for innovative products and services from millennials, such collaboration will become a critical imperative.

Overall, it will be a win-win situation — traditional insurers will benefit from faster results in establishing a tech culture and InsurTech companies will gain access to larger customer bases, funding and domain expertise. It will give rise to newer models and revenue streams for higher profitability and reduced operational costs. Customer experiences will be enhanced with value-added offerings.

5. Mainstreaming Blockchain

The need for huge volumes of customer data to be processed in real time by different insurance functions calls for easy and secure transfer of data across organizations and their diverse stakeholders.

Blockchain technology provides the advantage of secure data management across multiple interfaces and stakeholders without loss of integrity. From identity management and underwriting to claims processing, fraud management and reliable data availability, the technology offers reduced operational costs. Decentralized Autonomous Organizations (DAOs) and smart contracts are additional benefits that blockchain can offer in policy management.

Interestingly, more than 38 insurance and reinsurance companies have embarked on an initiative called the Insurance Blockchain Project. The beta version of a blockchain-based insurance application was deployed in 2018. The beta version of a blockchain-based insurance solution is expected to be deployed in 2019.

The above trends indicate that new value worth billions of dollars can be created for the insurance industry. The key is to understand how and when to tap into this potential leveraging existing and new technologies.

Post of the Month

START PLANNING FOR RETIREMENT



GET THE GUIDANCE YOU DESERVE

WE MAKE IT SIMPLER!

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