

Post-Pandemic Repair of Consumer Confidence in BI Insurance

© Professor Paula Jarzabkowski, FBA,

Dr Konstantinos Chalkias, Dr Mustafa Kavas, Dr Elisabeth Krull

10 February 2020

COVID-19 has hit businesses hard

- Government-imposed lockdown and decreased customer demand
- Severe lack of trust in the insurance industry
- Yet...

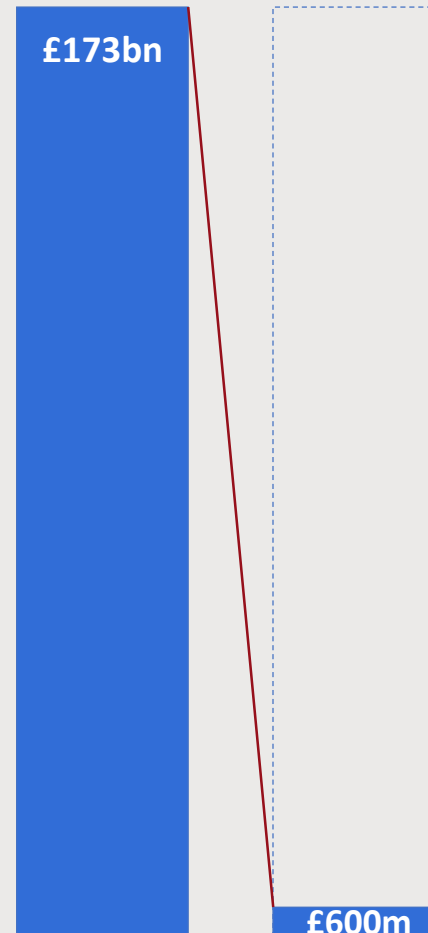


Insurance has its place in a COVID-19 world



- Most small businesses would consider buying protection
- Insurance-product is preferred over interest-free loan
 - Predominantly cover for **staff salaries**
 - Some **fixed operating costs**

The Protection Gap ... turns into a... Reality Gap



To go forward

- We need a new risk-sharing approach:
 - Public, Private & Consumer
- We need innovation in the product set:
 - Bundling, Basic cover, Mandatory
- How we will fund the future:
 - Who will pay?