



Chartered
Insurance
Institute
Standards. Professionalism. Trust.

APRIL 2021



CELEBRATING PROFESSIONALISM IN AFRICA

EDITION #A01

ARiS

'The power of collective energy'

By **Dominic O Osumo FCII**

Chartered Insurance Broker
Group Managing Director, ARiS

'Celebrating professionalism in Africa' is a pioneering series of case studies, published by the Chartered Insurance Institute, to showcase professional practice and innovation in insurance

THE POWER OF COLLECTIVE ENERGY



By **Dominic O Osumo** FCII
Chartered Insurance Broker
Group Managing Director, ARiS

ARiS is a signatory to a number of pledges and commitments, including the Lloyd's of London Inclusivity Pledge as well as the CII facilitated pledge: the Financial Flexible Working Pledge

It is a Chartered insurance broker and is the largest broker in Tanzania by market share, ranked number one for close to two decades now.

The early aspiration of the founder of ARiS, Mr Sanjay Suchak, was to establish a company whose strategy was driven by deep professional knowledge. This has been successfully pursued, leading the company to be the first in Africa to be certified as a Chartered broker by the CII. ARiS remains one of the few organisations that boast this grand accreditation. We are now a reference for many risk solutions in the region.

Our philosophy of team spirit is expressed by the catchword ARiSe in our clarion call 'ARiSe with ARiS'. This signifies vigorous 'togetherness', of collective and rising energy that actively unifies all our stakeholders.

In support of knowledge development, ARiS is aggressive in encouraging our staff to study and qualify for the CII examinations. This encouragement includes full sponsorship of fees and study materials, as well as recognition by way of cash awards and job promotions.

The company has pursued a number of initiatives that are meant to underpin our core values of knowledge, dependability, integrity and diversity. These initiatives include not only Chartered status, but also the ISO 9001:2015 certification.



Staff welfare programme under aerobic trainer supervision



Participation in well-intentioned initiatives creates in customers important psychological confidence



ARiS is a signatory to a number of pledges and commitments, including the Lloyd's of London Inclusivity Pledge as well as the CII facilitated pledge: Financial Flexible Working Pledge.

The significance of these initiatives is as follows:

- **Chartered status:** Chartered status is a basic reference frame and emblem of quality assurance. The commitment to the Code of Conduct is itself a core value.
- **Knowledge:** Insurance is complex and often misunderstood. Therefore, qualified staff are able to deliver accurate and reliable advice to customers.
- **ISO Certification:** Insurance is heavily dependent on processes and documentation. Certification provides a reference map to our staff in ensuring a step-by-step understanding of the management of service and safeguarding governance.
- **Inclusivity Pledge:** Being in a team, this pledge ensures acceptable behaviours that prevent social ills such as discrimination and harassment.¹

- **Financial Flexible Working Pledge:** Enlivens our sensitivity to supporting women's financial resilience with commitments.²

Today, the corporate world often faces a level of consumer mistrust due to previous disappointments such as the global financial crisis. Participation in well-intentioned initiatives, such as those I've described, creates in customers important psychological confidence to productively interact with organisations.

We have no doubt that despite the many past challenges, these initiatives have contributed to ARiS maintaining trust from its clients and the many global brokers with which we deal. ■

1. www.inclusiveinsurancepledge.co.uk/signatories/
2. www.insuringwomensfutures.co.uk/pledges-and-commitments/

ARiS

Overview: African Risk and Insurance Solutions Ltd (ARiS) is the only Lloyd's broker in east Africa and carries an ISO 9001:2015 certification

Date established
1998

Staff

46
Total

23
With an insurance qualification

Key financials
US\$49m GWP

Vision:

To lead in the provision of risk management solutions in eastern and central Africa

Key locations

Tanzania
Kenya
Uganda
United Kingdom

Sector focus

General insurance	Life and protection insurance	Financial planning
●	●	○

For more information: www.aris-world.com

The final photograph on the front cover shows an ARiS staff training presentation in the ARiSe Hall.

FURTHER READING



[See the report >](#)

A Continent Of Promise:
Celebrating the African
insurance profession



[See the review >](#)

CII in Africa:
Year In Review



[See the guide >](#)

CII membership
guide



[See the guide >](#)

CII qualifications
guide

This case study is one of a series which is published by the CII. To download other case studies, please visit www.cii.co.uk/africa/casestudies. This webpage also includes an important legal notice regarding the case study series.

FOR INFORMATION:

www.cii.co.uk/africa

E: africa@cii.co.uk

PUBLISHED BY:

Chartered Insurance Institute

42-48 High Road | South Woodford | London | E18 2JP

Tel: +44 (0)20 8989 8464

Email: customer.serv@cii.co.uk

www.cii.co.uk



Chartered
Insurance
Institute

Standards. Professionalism. Trust.