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CELEBRATING PROFESSIONALISM IN AFRICA

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'Professionalism builds loyalty and enables a transformative agenda'

By **Bernard Akyin-Arkoh** ACII

Head, Ashaiman branch
Star Assurance



'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

PROFESSIONALISM BUILDS LOYALTY AND ENABLES A TRANSFORMATIVE AGENDA



By **Bernard Akyin-Arkoh** ACII
Head, Ashaiman branch
Star Assurance

Star Assurance is one of the leading insurance companies in Ghana, with 173 highly skilled employees. For 35 years, it has contributed to the growing insurance landscape in Ghana and, with representation in all Ghana's regions, provides peace of mind to its numerous clients. The company has strong reinsurance support from firms such as Africa Reinsurance Corporation, Waica Reinsurance Company, Swiss Reinsurance, Continental Reinsurance, PTA Reinsurance, Mainstream Reinsurance and GN Reinsurance.

Being a leading insurer in the country's intensely competitive insurance sector demands a highly competent workforce at all levels. In recognition of this, a core part of Star Assurance's recruitment strategy is to select and train graduates with insurance qualifications from Ghanaian universities. Many of these graduates progress to important roles within the company.

// The knowledge obtained from my professional studies has enabled me to underwrite, manage, communicate and lead effectively. I consider insurance to be a paid promise demonstrated by a professional with an affable and astute human face

MIKE ADOMAKO, FCII

// Being good at what you do starts with having good knowledge of what you do. This is knowledge competence, a vital prerequisite for success in any career. It's exciting to be part of an organisation like Star Assurance which believes in the professional development of its workers

FELIX AFRIFA, ACII



Donations to the Childrens Home at Frafraha, Accra

Professionalism is one of Star Assurance's five core values. Making a reality of these values starts with a professional group of dedicated and technically competent workers. This is achieved by engaging employees in educational programmes and skill-based training that are relevant for their roles, with the expectation that they gain the knowledge and expertise to equip them to provide exceptional service for our customers. Recent company-wide training programmes include:

- An e-learning platform where employees learn essential insurance knowledge with an assessment mechanism to track the progress of participants in the educational programme
- Emotional intelligence and customer service etiquette.

// My CII qualification has had a phenomenal impact on my career. My continuous professional development ensures my knowledge and skills are relevant and up to date, and that I'm aware of the global trends and changing expectations

BERNARD AKYIN-ARKOH, ACII

// I am committed to maintaining the highest principles of integrity, probity, accountability and fair ethics in all my dealings, be it with colleagues or clients. I owe this to being a member of CII; it has provided me with the necessary tools and support to develop my insurance career

CATHRINE DANQUAH, ACII



The benefits of having professionals from diverse backgrounds have been tremendous



The company also regularly selects and sponsors employees for technical training programmes such as engineering underwriting and claims management organised by WAICA Re, reinsurance seminars, Industrial All Risks training organised by Continental Re, and contractors all risks training by Africa Re. The most recent of these competency-based training programmes attended by all heads of branches and units in the company was on property insurance underwriting, organised by Africa Re in September 2020.

The company's focus on the professional development of its staff has enabled us to remain competitive in a market that has seen many new entrants during the last decade. Presently, 28 members of staff are Chartered professionals with the Chartered Insurance Institute: six being Fellows and 22 being Associates. In addition, 27 staff members are currently enrolled in a CII programme at various stages of their educational journeys. Several others also have qualifications in other disciplines such as finance and human resources.

The benefits to Star Assurance of employing professionals from diverse backgrounds have been tremendous. The professional development of our staff demonstrates our commitment to personal development and welfare. This has created a sense of loyalty and ownership, enabling us to retain talented personnel for many years. Employees are at the forefront of the company's transformational agenda.

At Star Assurance, we have seen this play out in the manner in which employees have demonstrated great enthusiasm for digital innovation. The deployment of technology to streamline and accelerate our processes has been led by our in-house professionals and currently, the company has transitioned to a bespoke digital applications integrated system. This system enables us to upgrade service excellence. For example, during the Covid-19 pandemic, we were able to provide seamless digital solutions to our clients. Our e-portal enables us to provide insurance with our usual empathetic touch, delighting clients and other stakeholders by reaching them despite the nationwide lockdown. ■



Overview: Star Assurance is one of the three largest insurers in Ghana, underwriting general business products including motor, fire, marine, aviation, accident and travel

Date established
1985

Staff
173 Total

Key financials
GHS 125.9m gross premium
A+ credit rating (Global Credit Rating of South Africa)

Vision: Partnering with you to be the definition of insurance and the creator of delightful experiences

Mission: To optimise resources in order to give clients increased satisfaction, employees optimised human potential and shareholders maximum value

Key locations
Ghana - represented in all regions with 27 branch offices

Sector focus

General insurance	Life and protection insurance	Financial planning
●	○	○

For more information: www.nicogeneral.com

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A Continent Of Promise:
Celebrating the African
insurance profession



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CII in Africa:
Year In Review



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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.

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