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Openly communicating problems and seeking communities’ assistance can help build trust, even when things don’t go as planned. During the first round of sales, ILRI and its distribution partner Equity Bank realised that distribution costs related to selling an index-based livestock product to pastoralists in Kenya’s remote Marsabit District had exceeded the estimates. These additional costs prevented the partners from implementing the next round of sales, and despite best efforts, this opportunity was skipped.

ILRI and Equity along with their risk carrier, UAP Insurance Company, visited the community to explain the reasons behind the missed sales period, not knowing what type of reaction to expect. Interestingly, community leaders accepted the explanations, appreciated the effort made by the partners, and promised to support the effort during the next sales period.

For more on ILRI, check out their Learning Journey [1]. The Learning Journey is a narrative account of the lessons being learned by the Facility’s innovation partner as it implements its microinsurance project.

Source URL: http://www.impactinsurance.org/emerging-insights/ei23
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