Continental Insurance: Going The Extra Mile



Continental Insurance has brought together a team of industry experts. The newest member to join this team of specialists, Gerry Gunadasa brings with him 40 years of experience in both the local and overseas insurance markets, to Continental.

As Principal/Specified Officer and Technical Consultant, Gerry Gunadasa will be responsible for activities such as ensuring that all government regulations are complied with including the anti-money laundering act. His additional role as Technical Consultant ensures that all policies issued by Continental are underwritten in a prudent, technical manner and claims are settled promptly.

“Continental Insurance wants to do something different, we are service minded, we want to give a prompt service by settling claims on time, all claims falling within the purview of the policy and in a hassle-free basis,” he said.

To ensure a personalised service, Gerry emphasised that it is paramount for the insurance client to read through every part of the policy, which has been issued to them, especially the fine print.

“Because there are certain conditions and warranties placed within a policy, which if not properly understood at the time a cover is taken, can result in serious disappointment and loss when it comes to a claim. In Sri Lanka as well as overseas there have been instances when disgruntled clients have complained that they ‘didn’t know about this or that stipulated in their policy,” he explained.

He added, “for example, a client might answer ‘no’ in response to the insurer’s question on whether they require ‘riot and terrorism’ cover, but in the event of a claim where the proximate clause in the policy is riot or terrorism, the claim gets rejected.” He went on to point out that it is here that Continental Insurance makes a difference, where it gives a service, redefined and go the extra mile of educating the client on the finer points of the insurance covers taken and protect their interest to the end.

Gunadasa said that Continental Insurance will place importance on making their clients aware of the different types of insurance covers available to them and what they entail.

“For instance, many tend to go with the fire policy without realising that there are other classes of insurances such as consequential loss, the machinery breakdown policy, burglary and public liability, workmen’s compensation for any accidental damage or injury; all policies which assure a higher level of security for their businesses,” he said. Thus, prior to getting any type of policy it is important to give careful consideration to the selection of the insurance company.

Continental Insurance is backed by the DCSL group with an investment of Rs 500 million when the ISBL requirement is only Rs 100 million. Therefore Continental is

confident that it can deliver what top corporates require from their Insurance Service Provider. The company is further supported by Re-Insurers such as Swiss Re Insurance Company, Toa Re Insurance Company, General Insurance Corporation, Best Re, Lloyd’s Underwriters and Malaysian Re. Continental Insurance is geared to provide insurance services with international standards.