Janashakthi Insurance Launches New Branch In Negombo



Janashakthi Insurance relocated its branch in Negombo to enable better customer convenience and superior service. The new office is located at St Joseph’s Street, Negombo.

The new branch was declared open by Mallika Fernando – Municipal Commissioner of Negombo along with Prakash Scaffter, Managing Director of Janashakthi, the chief guests at the event also attended by the senior management of Janashakthi as well as a number of sales staff and key customers.

Janashakthi has been in operation in Negombo since the year 2000 and has a strong customer base in the area which has steadily increased throughout the years. The new branch is refurbished with a new look that is modern and more spacious allowing better service facilities to customers who visit the branch.

“Janashakthi caters to all segments of society. That is the reason our network is spread wide across the island. Our focus is continuous improvement and to offer the best for our customers in terms of services and facilities. We are not new to this city but we hope to upgrade not only the look and feel of the location but also the service levels with integrated solutions” said Prakash Scaffter, Managing Director of Janashakthi.

With this new addition Janashakthi has consolidated its branch network to 107 within the country. The new branch is computer linked with head office as are all Janashakthi branches, whereby offering customers the flexibility to access information and carryout transactions for their policies without a hassle.

“The branch identity is attempting to signal the beginning of a new look and feel, that will epitomise the core brand personality of simplicity, warmth, friendliness, and authenticity. We want our customers and staff to feel at home, we want to retain an essentially local feel which is also difficult in the typical clinically modern functional office space. We are attempting this without escalating costs which is the challenge. We have created a small indoor garden which is the nearest we can get to a central courtyard that is an iconic local architectural feature. We have even taken trouble with the ergonomics of the chairs to make sure staff and customers are comfortable. We have studied the processes and functions within the office and let the simple layout work around these needs”, said Shehara De Silva, GM – Sales and Marketing at Janashakthi.

“We see the branch as a key touchpoint and we see our retail space must begin to speak to customers visually representing the ongoing proposition of trusted protection. We hope it will represent the true face of the company that markets some of the most innovative and customer friendly insurance products in the country such as Life Unlimited, the only financial plan in the world to provide

customers with life time medical protection and lifelong natural and accidental death insurance,” added Prakash Schaffter.

