# Dubai-based Oasis Insurance has launched an e-commerce insurance portal, [www.lnsureAtOasis.com](http://www.lnsureAtOasis.com) that delivers policies to your inbox in five minutes.

With unique features and enhanced experience, the website is gaining traction day-by-day, according to the company. Oasis Insurance aims to empower the customers by simplifying the way policies were issued earlier be it for motor, travel or home. Seeing the delay in the delivery of policies by other providers, Oasis Insurance took up the challenge to offer convenience to its customers and save their time and money that led to the launch of www.InsureAtOasis.com. The portal redefines customer experience by smartly using artificial intelligence as against lead generating portals one usually come across.

Another user-friendly feature for the customers includes auto populating of the documents (Emirates ID, driving license and registration card) captured on mobile phones such as the driver's personal and vehicle details and the claims' history. It saves the user from keying in the details such as chassis number and the current value of the vehicle. It offers a unique buying experience and its advanced use of AI ensure that the policy terms are unique to each customer based on their profile, driving experience and vehicle profile. It not only delivers the policy the customer checks out, but also provides for more accurate and competitive pricing which is truly an added advantage to the customers.

Sridhar Subbaraman, managing director of Oasis Insurance, said: ''We observed the lack of consistency and undue delays in processing the request of a simple motor, home or travel insurance.” he added, ''It is the industry's collective responsibility to simplify the buying experience and, in the current age of customer service, the only way forward is to empower and enable the customer. We have already revolutionized the insurance industry and have become the first digital broker in the region. Our journey has just commenced. We are aware that the customer is now ready to adapt and accept the new offering. We will embark on expanding our reach and increase our volumes to at least three times of what we achieved as a traditional broker. We will also bring the total product offerings to seven.''