

Stable background for the next generation of insurances

Cherrisk.com

UNIQA's new startup is based in the financial world with a whole set of innovative ideas.

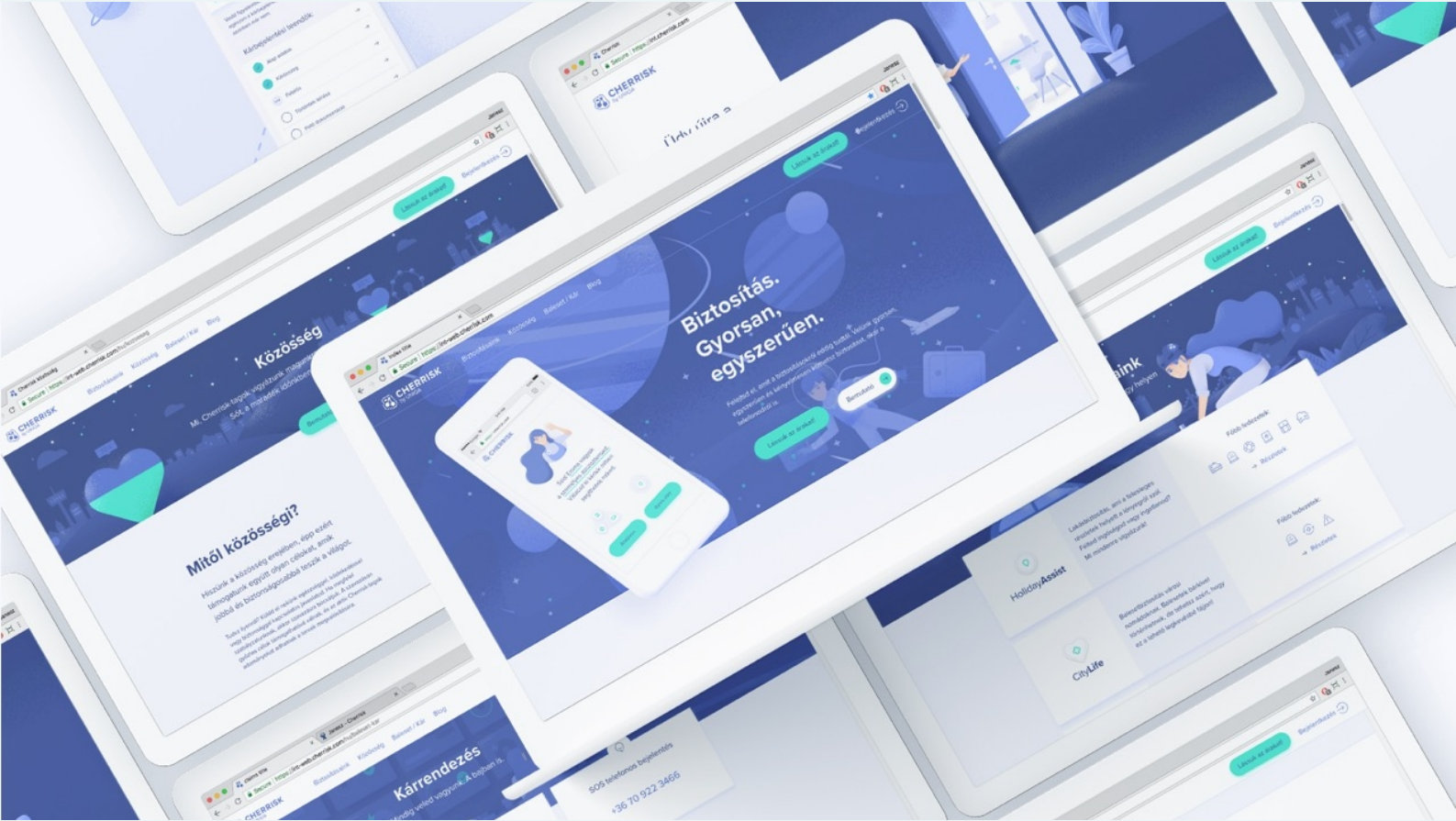
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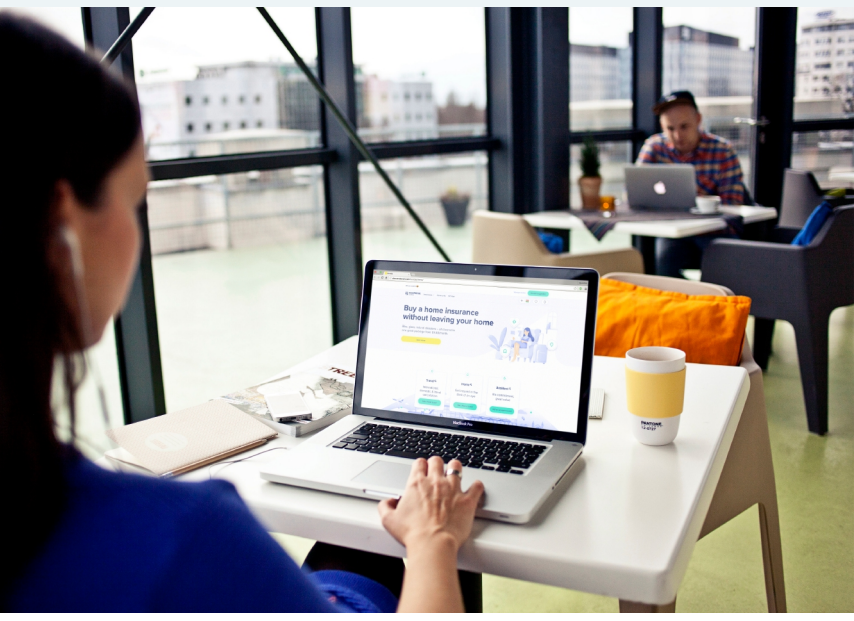
The UNIQA Group is one of the leading insurance groups in Central and Eastern Europe. It operates in 18 countries and has more than fifteen million customers served by 21,000 employees. UNIQA has been present in Hungary for almost twenty years, and its innovative product developments and experience provide a stable background for its customers.

Recently, UNIQA started to transform its core business from a provider of insurance products to an integrated service provider that picks up their customers where they stand in their individual "environment of needs".



For the past two years, UNIQA has been working on the development of a new model, CHERRISK. The digital-only sales platform offers simple, pay-as-you-go travel, household and accident insurance policies. The Cherrisk Go app makes healthy living fun and easy by rewarding health-conscious behaviour and supporting charitable initiatives.

CHERRISK is a next-generation model that goes back to the roots of insurance: they build on the strength of the community, where trust between the parties is key. By creating an online community, CHERRISK votes its users for trust: it rewards their commitment with virtual cherries. Users can use their cherries to reduce their insurance premiums or to achieve community goals.



Based on its positive experiences in Hungary, UNIQA is expanding into Germany through Cherrisk, its digital second brand (cherrisk.com). The expansion may broaden into other countries in Western Europe.

Our tasks included backend & back office development, support and maintenance for the Hungarian and the German projects.

More about the project:
<https://cherrisk.com>



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