



**Alliance Life**  
A S S U R A N C E

Think Life, Think Alliance Life

## **JOB TITLE: Officer – Business Conservation & Customer Service**

**Organization:** Alliance Life Assurance Limited

**Job title:** Officer – Business Conservation & Customer Service

**Department:** Operations

**Location:** Dar es Salaam

**Reports to:** Technical Manager

### **Job Summary**

A strategic role designed to protect and enhance Alliance Life's business value by controlling revenue leakages, improving persistency rates, and establishing world-class customer experience standards.

This position combines operational excellence in business conservation with strategic customer experience management, directly impacting profitability and sustainable growth.

### **Essential Duties and Responsibilities**

The following is a list of essential functions, which may be subject to change at any time as the business requirements dictate. Management may assign new duties, reassign existing duties, or eliminate / alter a function.

#### **1. Business Conservation & Persistency Management**

- Implement comprehensive business conservation strategies to minimize policy lapses, surrenders, and cancellations across all product lines, both corporate & group.
- Monitor persistency rates by product, channel, customer segment, and policy vintage.

- Implement early warning systems to flag policies with missed premiums, and reach out to customers within SLA for renewal.
- Work with respective teams or on projects to minimize lapsation such as alternate premium collection avenues.

## 2. Customer Experience Strategy & NPS Management

- Co-design and work on setting up Alliance Life's customer service.
- Own and drive Net Promoter Score (NPS) measurement and improvement across the organization.
- Collaborate with Marketing, Operations, IT, and Distribution teams to implement customer experience improvements.
- Champion customer-centric culture through training and awareness programs.

## 3. Customer Service Operations & Call Centre Management

- Set up customer service channels including phone support, email support, WhatsApp support, and walk-in customer service.
- Develop knowledge management systems and FAQs.
- Monitor and improve service level agreements (SLAs)

## 4. Data Analytics & Actionable Insights, in Close Coordination with Actuarial / Data Analyst

- Co-establish data collection and analytics frameworks to generate actionable insights on business conservation and customer experience.
- Conduct cohort analysis to understand persistency patterns by product, distribution channel, and customer demographics.
- Publish executive dashboards and reports providing visibility into conservation and customer experience metrics.
- Leverage customer feedback data to identify systemic issues, passing feedback to respective units and ensure close-looping.
- Gain competitive intelligence to benchmark Alliance Life's performance against industry best practices.

## **Qualifications and Experience Required**

### **Education**

- Bachelor's Degree in Marketing, Business Administration or a related field.

### **Experience**

- Minimum of 3 years of proven experience in sales and marketing roles in the life insurance industry.

## Skills and Competencies

- Excellent communication and interpersonal skills, presentation, negotiation and persuasive skills.
- In-depth understanding of sales techniques, life insurance products and customer behaviour.
- Proficiency in Microsoft Office Suite and ability to learn new or updated software.
- Confidentiality: Demonstrated ability to handle confidential information with discretion.
- Adaptability: Ability to adapt to changing priorities, multi-task, creative thinking and problem-solving abilities.
- Team Player: Ability to work independently collaborate effectively collaboratively in a fast-paced environment.
- Proven valid network within the corporate world.
- Customer/client care oriented.
- Ability to portray high level of integrity and professionalism, including well-groomed appearance.
- Must comply with the policies and procedures of the company.

## General

Alliance Life Assurance Ltd (ALAL) promotes an inclusive workplace that provides equal opportunities for all employees, including reasonable accommodations for individuals with disabilities.

For inquiries regarding physical demands, please contact Human Resources.

## Application Instructions

If you meet the qualifications and are interested in this position, please submit your resume to [hr@alliancelife.co.tz](mailto:hr@alliancelife.co.tz) with the subject **Business Conservation & Customer Service**.

The deadline for applications is **30 June 2026**.

Only shortlisted candidates will be contacted.