



ALLIANZ  
ESD LOSS AJUSTER PROGRAM  
REPORT 2024



# Table of Contents

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- Allianz - Marketing Strategy Recap
- ESD Program - Website
- Program Overview for Existing Beneficiaries
- Beneficiaries
- Institute of Loss Adjusters
  
- Moving Forward



# Allianz - Marketing Strategy

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Allianz's ethics committee have decided to utilize marketing resources to promote and recruit new beneficiaries for their ESD Loss Adjuster Program as part of their long-term commitment to transformation.

As a result of poor response from The South African Insurance Association (SAIA) and The Loss Adjusting Institute of Southern Africa (ILASA), Allianz has requested a solution to promote their ESD program and increase engagement from black owned Loss Adjusters.

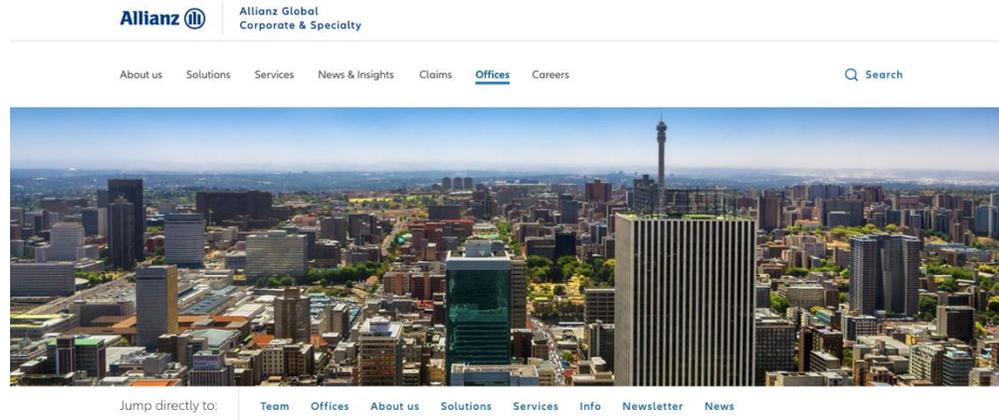
A stand-alone website promoting the ESD program has been created that will be linked to Allianz's main site. This site will direct interested parties to a portal through which they can submit documents and apply for the Loss Adjuster Program.

This will add a layer of transparency to the process and serves as a database collection tool.

Google AdWords campaign will be run to promote the ESD program and engage with potentially interested beneficiaries.



# Website – ESD Program



Regional unit Mediterranean & Africa

AGCS Africa



ESD  
Program  
Button



About Program Apply Contact



WE BELIEVE.....that a robust, inclusive, innovative economy  
relies on a thriving, expanding SME sector.



# Website – Home Page



[About](#) [Program](#) [Apply](#) [Contact](#)



WE BELIEVE.....that a robust, inclusive, innovative economy  
relies on a thriving, expanding SME sector.

Allianz’s Enterprise and Supplier Development Programme applies global best-practice principles to scale and sustain the entrepreneurs and small business suppliers with whom we partner in response to global and local calls for greater market inclusion and diversity.

The goal is to increase the number of black-owned small and medium-sized enterprises (SME) within both our own supply chain and the broader economy. Through our innovative Enterprise and Supplier Development (ESD) program, we are achieving this objective.



# Website – About



[About](#) [Program](#) [Apply](#) [Contact](#)



WE BELIEVE.....that a robust, inclusive, innovative economy relies on a thriving, expanding SME sector.

Allianz's Enterprise and Supplier Development Programme applies global best-practice principles to scale and sustain the entrepreneurs and small business suppliers with whom we partner in response to global and local calls for greater market inclusion and diversity.

The goal is to increase the number of black-owned small and medium-sized enterprises (SME) within both our own supply chain and the broader economy. Through our innovative Enterprise and Supplier Development (ESD) program, we are achieving this objective.

Johannesburg	Call	Email
Allianz Global Corporate & Specialty SE The Firs, 2nd Floor, 32A Cradock Avenue, 2196 Rosebank South Africa	+ 27 - 11 -214-7900	communicationsafrica@allianz.com





# Website – Program



[About](#) [Program](#) [Apply](#) [Contact](#)

## ESD Loss Adjuster Program

Allianz ESD Loss Adjuster Program assists SME's in the following areas:

- Small Business Strategy
- Small Business Fundamentals
- Sales training & Sales Coaching
- Marketing & Content Strategy
- Finance Training & Finance Coaching
- HR / Legal
- ICT & System Support
- Personal Development
- Systems & Processes

[LEARN MORE](#)



Johannesburg:

Allianz Global Corporate & Specialty SE  
The Firs, 2nd Floor, 32A  
Cradock Avenue,  
2196 Rosebank  
South Africa

Call:

+ 27 - 11 -214-7900

Email:

communicationsafrica@allianz.com



# Website – Apply



[About](#) [Program](#) [Apply](#) [Contact](#)



## Apply for ESD Loss Adjuster Program

Please provided the following documents in order to apply:

### Document Submission



# Website – Contact



[About](#) [Program](#) [Apply](#) [Contact](#)

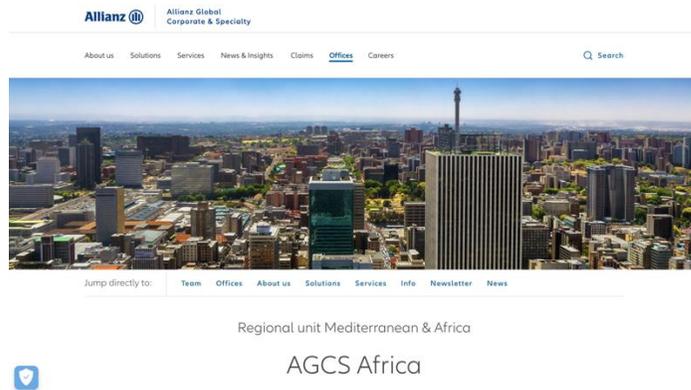
## Contact Us

Please send us your details and one of our transformation experts will respond as soon as possible.

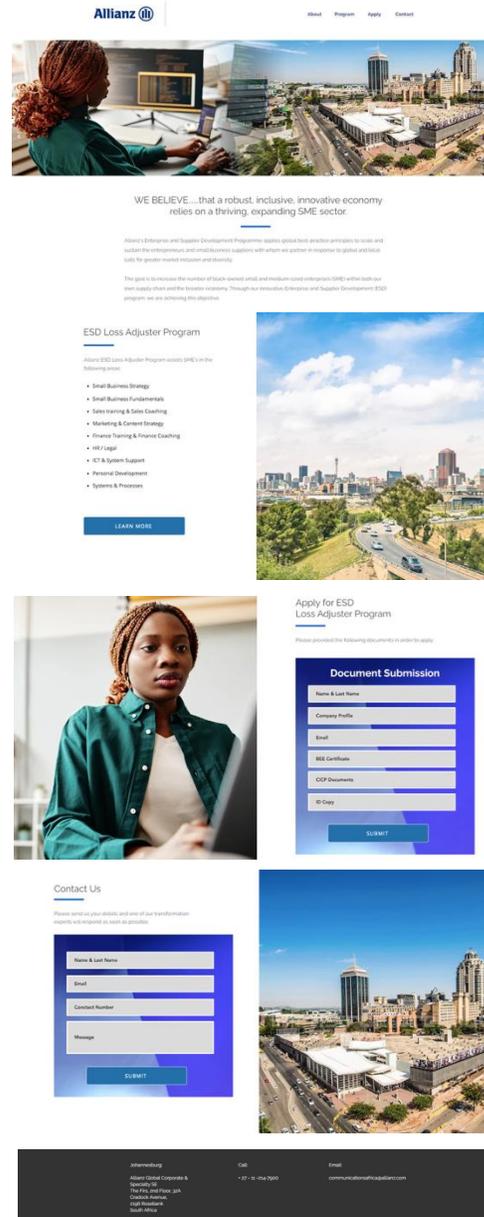


# Website – Flow

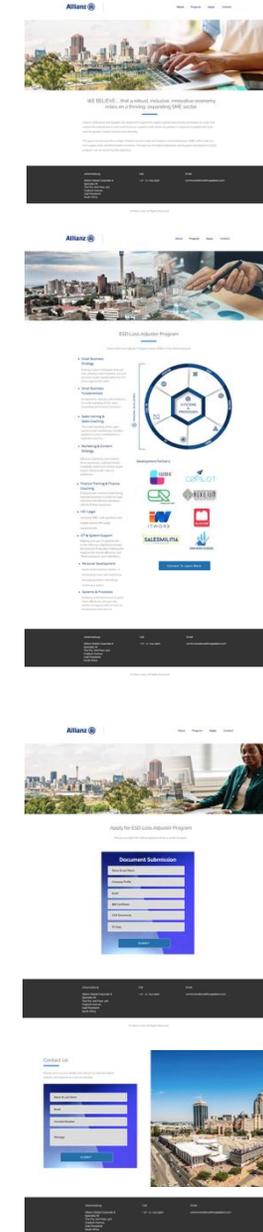
## Allianz Website



## ESD Site



## Pages



- About
- Program
- Apply
- Contact



# AdWords Campaign

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In order to generate more participation and promote transparency in the selection of beneficiaries for the Allianz's ESD Loss Adjuster Program, we will be running Google AdWords Campaign.

## **Benefits:**

- Promote Allianz Loss Adjuster Program
- Increase participation and transparency
- Build database of black owned Loss Adjusters
- Create opportunities for participation country wide



# AdWords Campaign

Example of your image ad at 300x250



Example of your text ad at 300x250



Example of your native ad at 300x250



Example of your image ad at 320x568



**Ad:** Allianz ESD Loss Adjuster Program

**Type:** Search

**Goal:** Leads

**Headline 1:** ESD Loss Adjuster Program

**Headline 2:** Allainz South Africa – Enterprise and Supplier Development, Loss Adjuster Program

**Display path:** Allianz/southafrica/ESD\_Program

**Description:** Allianz South Africa Enterprise and Supplier Development Programme aims to provide opportunities for small businesses to grow and thrive. Apply Now



## SED Beneficiaries

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KHAYA SIMELANE

---



GERTRUDE KHOSA

---



ALISON JAFTA

---

## ED Beneficiaries

---



MANTSENA MAPHOPHE

---



LEBO SEKANO

---



BONGANI MBHELE

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# About Rixile

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Rixile Loss Adjusters is a specialist loss adjusting firm providing professional loss adjusting, insurance consultancy and claims support services to the insurance market throughout Southern Africa. The team has extensive experience in handling small to medium claims across assets all risks, fire and allied perils, theft, commercial and electronic equipment, domestic claims, buildings and goods in transit.

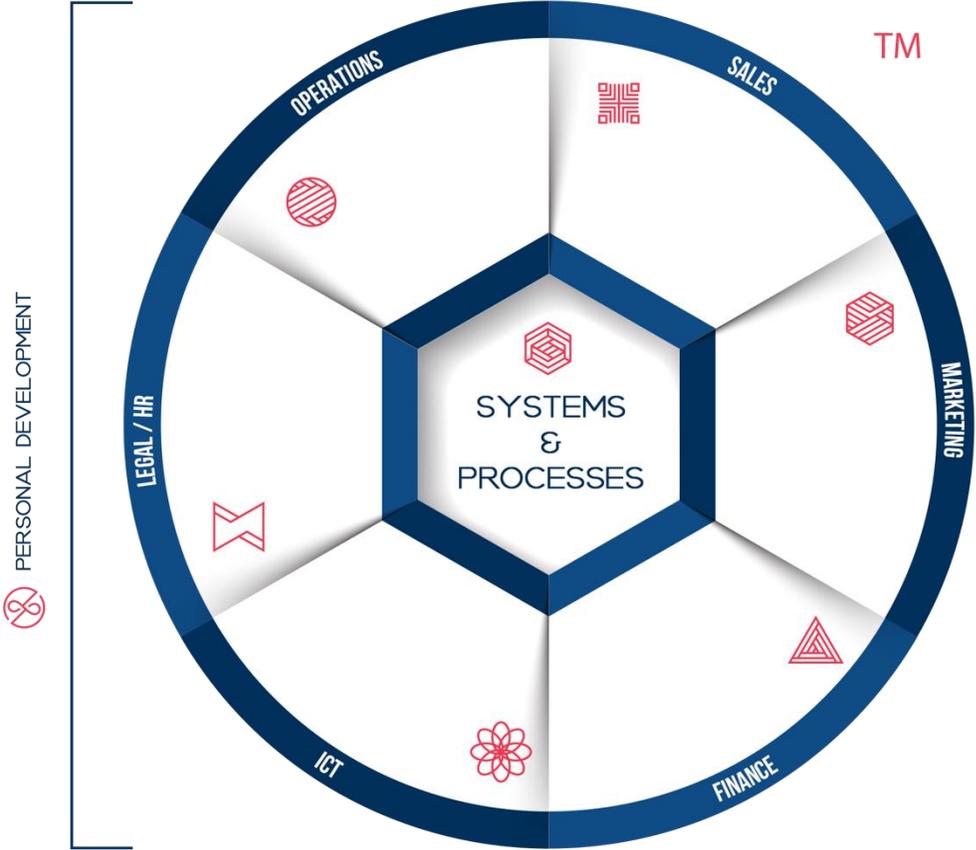
Gertrude Khosa brings 15 years' loss adjusting experience, having worked in the industry since 1995 and as a Loss Adjuster since 2004. She is a non-motor Loss Adjuster with expertise in householders/ homeowners and commercial claims, and has served on both the Southern Gauteng and National Executive Committees of the Institute of Loss Adjusters, including the Membership Committee.



# Rixile - Development Areas

Areas Identified for development:

- Marketing
- Sales
- Finance / Legal
- Personal Development
- Cost Breakdown





# Rixile – Marketing Collateral



Logo



Brochure



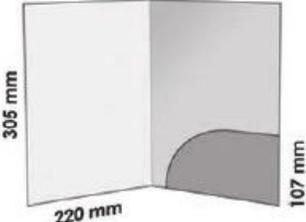
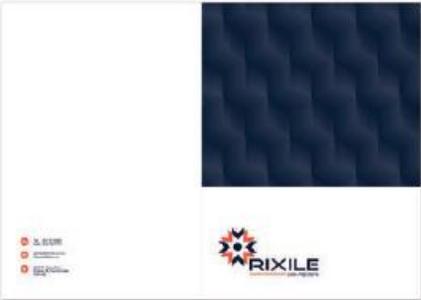
Website



Signatures



Business Cards



A4 Folder



# Rixile – Keyword Research

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | **Keyword Research** | Backlink Checker | Report Builder | Tools | \$19,013 | AG

Keyword Research > Overview

insurance loss adjusters

Data for: May 2022 | Currency: \$ USD

Leave feedback | Account limit: 1 / 100

DIFFICULTY <sup>f</sup> **16** EFFORTLESS

SEARCH VOLUME <sup>f</sup> **20**

CPC <sup>f</sup> **N/A** COMPETITION <sup>f</sup> **0.07**

Keyword ideas <sup>f</sup>

SIMILAR KEYWORDS	SEARCH VOL.	RELATED KEYWORDS	SEARCH VOL.	LOW SEARCH VOLUME
insurance loss adjuster	20	insurance adjuster	230	home insurance loss adjuster
		insurance assessor	170	
		loss adjusting	30	

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SE Ranking | Projects | Competitive Research | **Keyword Research** | Backlink Checker | Report Builder | Tools | \$19,013 | AG

Keyword Research > Keyword Suggestions

insurance loss adjusters

Data for: May 2022 | Currency: \$ USD

Leave feedback | Account limit: 1 / 100

DIFFICULTY <sup>f</sup> **16** EFFORTLESS

SEARCH VOLUME <sup>f</sup> **20**

KEYWORD (98)

KEYWORD	SEAR...	SERP FEAT...	RELE...	CPC	COM...	DIF...
insurance loss adjusters	20	📍 🌟	100%	–	0.07	<b>16</b>
insurance adjuster	230	📍 📺 📰	7%	\$1.38	0.21	<b>69</b>
insurance assessor	170	📍 📺 📰	15%	\$0.64	0.12	<b>16</b>
loss adjusting	30	📍 📺 📰	44%	\$0.98	0.03	<b>21</b>
loss adjusters	30	📍 📺 📰	49%	\$0.98	0.03	<b>6</b>
loss adjuster	30	📍 📺 📰	49%	\$0.98	0.03	<b>9</b>
claims adjusters	30	📍 📺 📰	6%	–	0	<b>48</b>
claims adjuster	30	📍 📺 📰	7%	–	0	<b>49</b>
claim adjusters	30	📍 📺 📰	15%	–	0	<b>55</b>

Organic SERP <sup>f</sup>

URL	TOTAL TRAFF...	TOTAL TRAFF... COST
Loss Assessors vs Loss Adju... https://www.harrisbalcomb...		<b>\$24.8</b>
ILASA   The Institute of Loss...	87	<b>\$31.7</b>

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SE Ranking | Projects | Competitive Research | **Keyword Research** | Backlink Checker | Report Builder | Tools | \$19,013 | AG

Keyword Research > Overview

June 2022 | Currency: \$ USD

Leave feedback | Account limit: 2 / 100

SEARCH

+ EXPAND DATABASE WITH MISSING KEYWORDS

KEYWORD (9)

KEYWORD	DIFFICULTY	SEARCH VOL.	CPC	COMPETITION
sectional title insurance	<b>3</b>	70	\$1.66	0.61
business interruption	<b>32</b>	40	–	0.07
fire and allied perils	<b>9</b>	10	–	0.02
crime classes	<b>71</b>	10	–	0
electronic equipment	<b>24</b>	10	\$1.18	0.45
property and material damage L...	🔍	0	–	0
engineering and mechanical bre...	<b>48</b>	0	–	0
accidental / all risks	–	–	–	–
goods in transit insurance	–	–	–	–



# AdjustPro – Search Engine Optimization

The screenshot shows the Wix AdjustPro interface for a Partner Dashboard. The top navigation bar includes 'WIX', 'Adjustpro', 'Partner Dashboard', 'Explore', 'Help', and an 'Upgrade' button. A search bar and notification icons are also present. The left sidebar lists various marketing and SEO tools, with 'Marketing & SEO' expanded to show 'SEO Tools'. The main content area is titled 'Your SEO Setup Checklist' under 'SEO Tools > Get Found on Google'. It features two main sections: 'Step 1: Get your homepage ready for Google Search' (100% complete) and 'Step 2: Optimize your site pages for search engines' (3/4 complete). Step 1 includes tasks like setting the homepage title, adding descriptions, updating text, making the homepage visible, optimizing for mobile, connecting to a custom domain, and connecting to Google Search Console. Step 2 includes a video player, FAQ, SEO Learning Hub, and Hire an SEO expert options.

WIX Adjustpro Partner Dashboard Explore Help Upgrade Search...

Home Activity Subscriptions Contacts Communications Automations Marketing & SEO Marketing Home SEO Tools Email Marketing Facebook & Instagram Ads Multichannel Campaigns Google Business Profile Social Posts Video Maker Marketing Integrations Logo Maker Business Cards & More Analytics & Reports Finances Channels Settings

SEO Tools > Get Found on Google

### Your SEO Setup Checklist

Keywords Loss Adjusters Insurance Loss Adjusters Independent Loss Adju... Edit Details

**Step 1: Get your homepage ready for Google Search** [Progress: 100%]

- Set the homepage's title for search results
- Add the homepage's description for search results
- Update the text on your homepage
- Make your homepage visible in search results
- Optimize your site for mobile devices
- Connect your site to a custom domain (Premium feature)
- Connect your site to Google Search Console

**Step 2: Optimize your site pages for search engines** [Progress: 3/4]

Complete these tasks to make your site pages easier to find in search results.

See how the SEO Setup Checklist helps your site. Watch Video

FAQ

SEO Learning Hub

Hire an SEO expert



# Rixile – Professional Selling Skills

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Gertrude and Phillo have completed the core SalesMilitia Professional Selling Skills programme. The training equips the team with a modern, structured sales approach that goes beyond traditional “personality-based” selling and focuses on managing the full customer experience from first contact to close.

## Professional Selling Skills modules completed

- Unit 1: Need Satisfaction Selling
- Unit 2: Opening
- Unit 3: Probing
- Unit 4: Supporting
- Unit 5: Closing





## **Personal Development**

Gertrude and Phillo have participated in a structured personal development process focused on building their emotional intelligence.

The process is based on Logotherapy, a methodology that helps individuals discover meaning and purpose in their work and lives.

## **Logotherapy**

- Logotherapy is a school of psychology and philosophy which holds that people are strongly motivated to live purposefully and meaningfully.
- It supports clients to respond authentically and humanely to life's challenges and to interpret obstacles through a lens of meaning.

## **Goal**

- The goal of this intervention is to strengthen the connection between emotional well-being, resilience and performance.
- By working with the "spirit" of the individual, the process addresses core needs for purpose, particularly where trauma or setbacks may have blocked growth.
- We have seen strong results with this methodology and believe it equips entrepreneurs to navigate difficult business and personal challenges more effectively.



## Finance activities utilising Supplier Development Budget

### Finance

- Finance coaching and support provided
- Scenario planning and cost management conducted
- Bookkeeping training delivered and bookkeeper appointed
- Payroll training delivered

### Legal

- HR legal review conducted
- Customer Service Level Agreement refresher delivered
- CSD registration pack prepared and submitted



# Rixile – Supplier Development Cost Breakdown

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The following table provides a summary of the Supplier Development expenditure allocated across the key support areas delivered to Rixile. Each cost reflects the training, advisory services and development activities completed during the period.

Sales:	R 20 000
Marketing	R 22 000
Finance	R 12 000
Legal / HR	R 7 000
Personal Development	R 5 700
<b>Total:</b>	<b>R 66 700</b>



# About AdjustPro

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AdjustPro Insurance Loss Adjusters is a specialist loss adjusting firm founded by Mr Alison Jafta, an experienced black entrepreneur with more than 30 years' experience in the insurance loss adjusting field. The company is 100% black-owned and provides professional loss adjusting and claims support services to the insurance market.

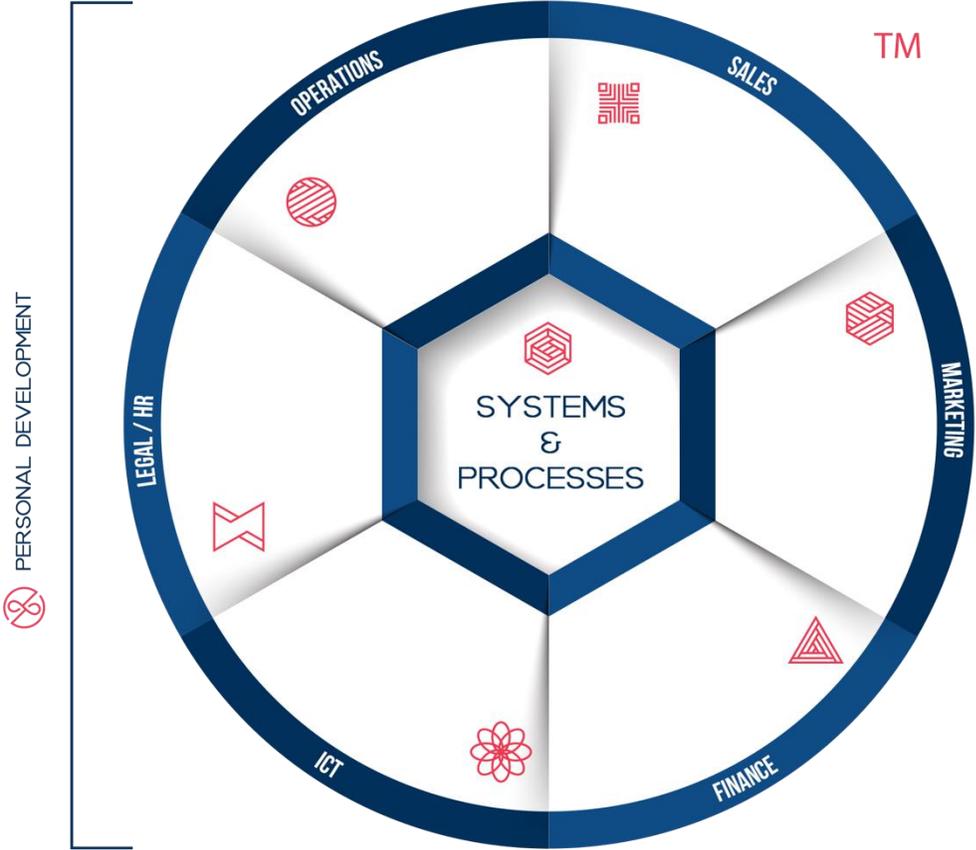
Mr Jafta has worked in the insurance industry since 1980, holding positions at several major insurance companies and at Price Forbes Insurance Brokers/Chemoil, where he served as Claims Manager for their key client, SASOL. He is also an affiliate member of the Institute of Loss Adjusters (Membership No. 1103610602).



# AdjustPro - Development Areas

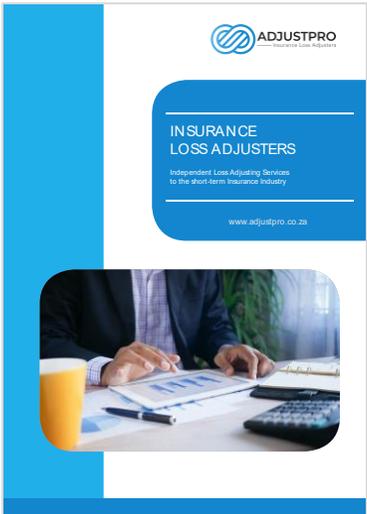
Areas Identified for development:

- Marketing
- Sales
- Finance / Legal
- Personal Development
- Cost Breakdown





# AdjustPro – Marketing Collateral



22 December 2020

To Whom It May Concern,

**Acknowledgement of Enterprise Development Programme Contribution**

I, Alison Uweilyn Norman Jafta with ID number 6106021063081 in my capacity as Member of The AdjustPro Insurance Assessors CC would like to thank **Alkane Global Corporate & Specialty SA Ltd** for their grant contribution toward an O&V Enterprise Development Programme.

We confirm that the monetary value of the contribution for the period ending 31 December 2020 was R 65 500.

Please don't hesitate to contact me should you require any further clarification on this matter.

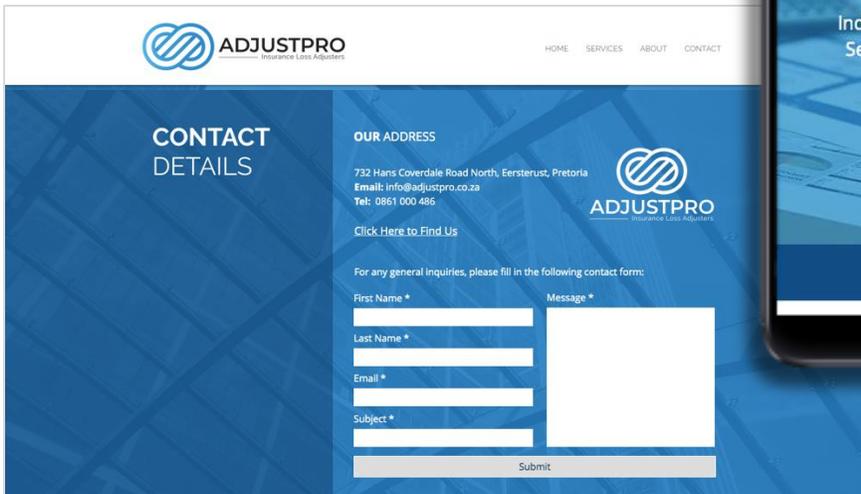
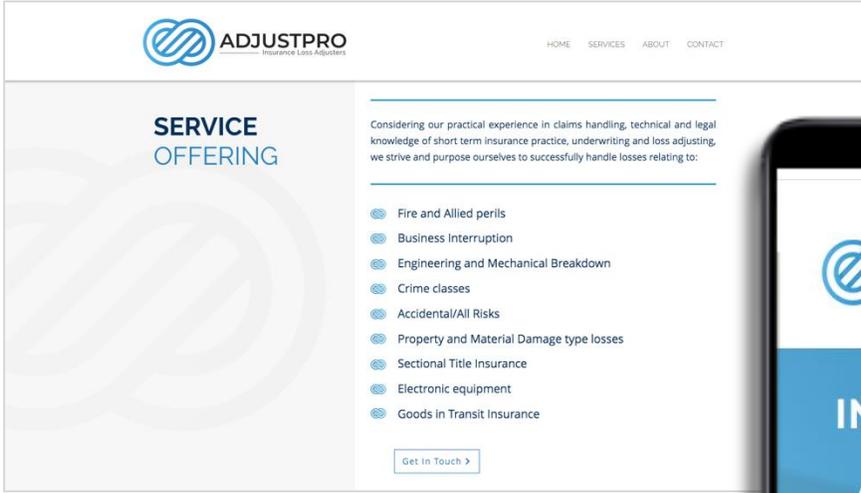
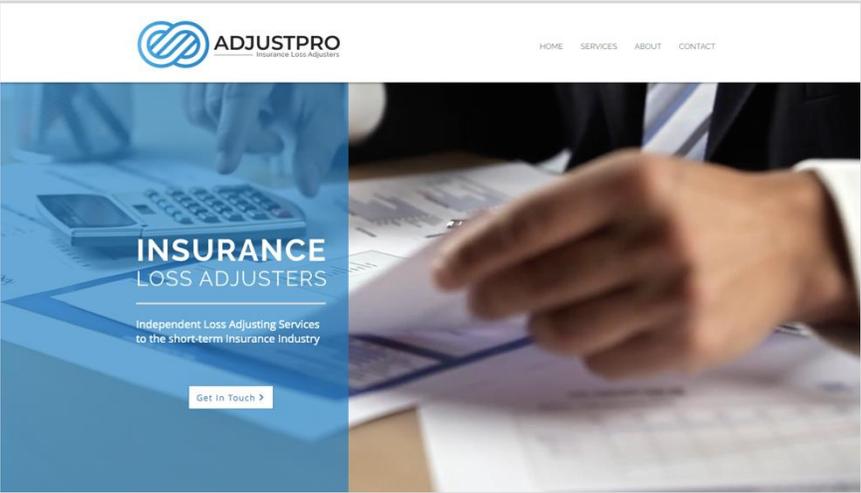
Kind Regards,

Alison Jafta  
Managing Director





# AdjustPro – Website





# Rixile – Keyword Research

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | **Keyword Research** | Backlink Checker | Report Builder | Tools | \$19,013 | AG

Keyword Research > Overview

insurance loss adjusters

Data for: May 2022 | Currency: \$ USD

Leave feedback | Account limit: 1 / 100

**DIFFICULTY** 16 (EFFORTLESS)

**SEARCH VOLUME** 20

**CPC** N/A

**COMPETITION** 0.07

**Keyword ideas**

SIMILAR KEYWORDS	SEARCH VOL.	RELATED KEYWORDS	SEARCH VOL.	LOW SEARCH VOLUME
insurance loss adjuster	20	insurance adjuster	230	home insurance loss adjuster
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Keyword Research > Keyword Suggestions

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**SEARCH VOLUME** 20

**Organic SERP**

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Keyword Research > Overview

June 2022 | Currency: \$ USD

Leave feedback | Account limit: 2 / 100

**Keyword (9)**

KEYWORD (9)	DIFFICULTY	SEARCH VOL.	CPC	COMPETITION
sectional title insurance	3	70	\$1.66	0.61
business interruption	32	40	-	0.07
fire and allied perils	9	10	-	0.02
crime classes	71	10	-	0
electronic equipment	24	10	\$1.18	0.45
property and material damage T...	?	0	-	0
engineering and mechanical bre...	48	0	-	0
accidental / all risks	-	-	-	-
goods in transit insurance	-	-	-	-



# AdjustPro – Search Engine Optimization

The screenshot shows the AdjustPro dashboard with a sidebar on the left and a main content area. The sidebar includes navigation options like Home, Activity, Subscriptions, and Marketing & SEO. The main content area displays the 'Your SEO Setup Checklist' under 'SEO Tools > Get Found on Google'. It features two main sections: 'Step 1: Get your homepage ready for Google Search' (100% complete) and 'Step 2: Optimize your site pages for search engines' (3/4 complete). Step 1 includes tasks such as setting the homepage title, adding a description, updating text, making the homepage visible, optimizing for mobile, connecting to a custom domain, and connecting to Google Search Console. Step 2 includes a video player, FAQ, SEO Learning Hub, and Hire an SEO expert options.





Alison has completed the core SalesMilitia Professional Selling Skills programme. The training equips her with a modern, structured sales approach that goes beyond traditional “personality-based” selling and focuses on managing the full customer experience from first contact to close.

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Unit 2: Opening

Unit 3: Probing

Unit 4: Supporting

Unit 5: Closing





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# AdjustPro – Personal Development

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## Personal Development

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The process is based on Logotherapy, a methodology that helps individuals discover meaning and purpose in their work and lives.

## Logotherapy

- Logotherapy is a school of psychology and philosophy which holds that people are strongly motivated to live purposefully and meaningfully.
- It supports clients to respond authentically and humanely to life's challenges and to interpret obstacles through a lens of meaning.

## Goal

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The following table provides a summary of the Supplier Development expenditure allocated across the key support areas delivered to AdjustPro. Each cost reflects the training, advisory services and development activities completed during the period.

Sales:	R 20 000
Marketing	R 22 000
Finance	R 12 000
Legal / HR	R 7 000
Personal Development	R 5 700

**Total: R 66 700**

# About Lukha Insurance Solutions

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Lukha Insurance Solutions is an Insurance Solutions and Risk Management company providing a broad range of professional services to clients across the public and private sectors, parastatals and individuals. The firm specialises in handling and managing small to medium commercial, industrial, municipal, liability, domestic property and personal lines claims.

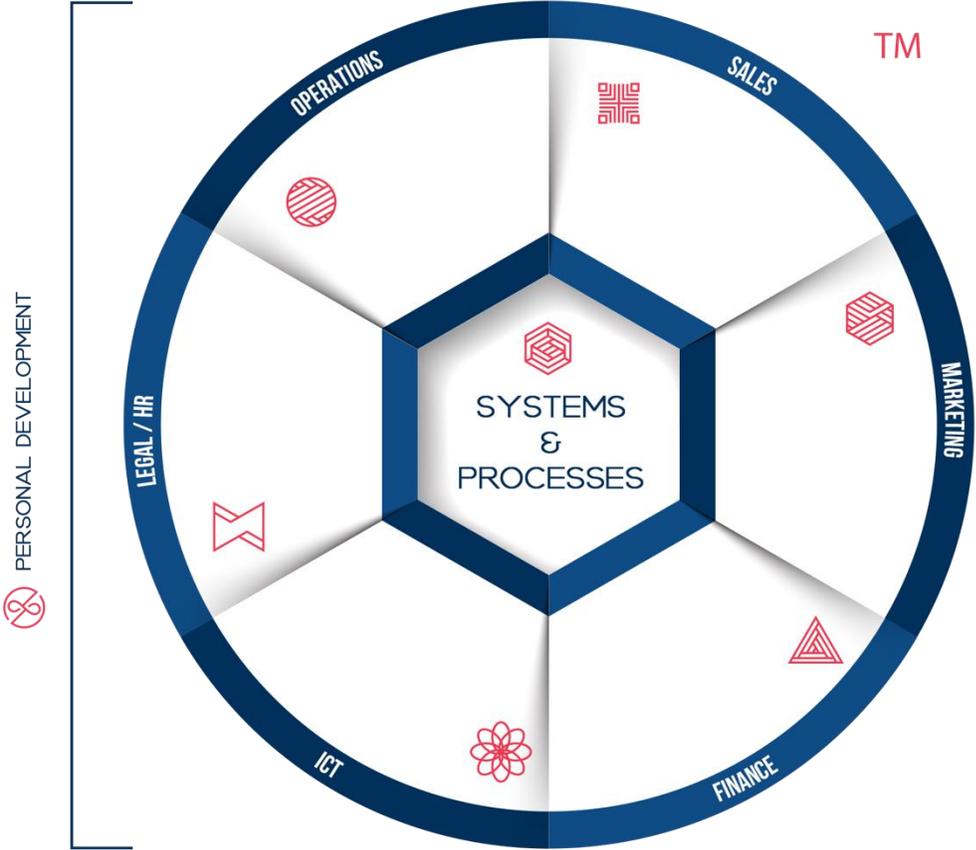
Khaya Simelane brings 13 years of experience in the loss adjusting industry and is a long-standing member of the Institute of Loss Adjusters. Over the course of his career, Khaya has worked with leading adjusting firms such as the African Adjusting Firm, McLaren's Young International and Elite Consulting, handling complex household, commercial and catastrophe-related claims.



# Lukha - Development Areas

Areas Identified for development:

- Marketing
- Sales
- Finance / Legal
- Personal Development
- Cost Breakdown





# Lukha – Marketing Collateral



Logo



Brochure



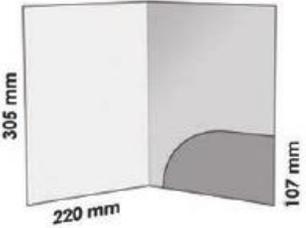
Business Cards



Website



Signatures



A4 Folder



# Lukha – Keyword Research

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | **Keyword Research** | Backlink Checker | Report Builder | Tools | Account limit: 1 / 100

Keyword Research > Overview

insurance loss adjusters | Data for: May 2022 | Currency: \$ USD

DIFFICULTY: 16 (EFFORTLESS)

SEARCH VOLUME: 20

CPC: N/A | COMPETITION: 0.07

Keyword ideas

SIMILAR KEYWORDS	SEARCH VOL.	RELATED KEYWORDS	SEARCH VOL.	LOW SEARCH VOLUME
insurance loss adjuster	20	insurance adjuster	230	home insurance loss adjuster
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Keyword Research > Keyword Suggestions

insurance loss adjusters | Data for: May 2022 | Currency: \$ USD

KEYWORD SUGGESTIONS

KEYWORD (98)	SEAR...	SERP FEAT...	RELE...	CPC	COM...	DIF...
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insurance adjuster	230	📍 📊	7%	\$1.38	0.21	69
insurance assessor	170	📍 📊	15%	\$0.64	0.12	16
loss adjusting	30	📍 📊	44%	\$0.98	0.03	21
loss adjusters	30	📍 📊	49%	\$0.98	0.03	6
loss adjuster	30	📍 📊	49%	\$0.98	0.03	9
claims adjusters	30	📍 📊	6%	–	0	48
claims adjuster	30	📍 📊	7%	–	0	49
claim adjusters	30	📍 📊	15%	–	0	55

Organic SERP

URL	TOTAL TRAFF...	TOTAL TRAFF... COST
Loss Assessors vs Loss Adju... <a href="https://www.harrisbalcomb...">https://www.harrisbalcomb...</a>	87	\$24.8
ILASA   The Institute of Loss... <a href="https://www.ilasa.com/">https://www.ilasa.com/</a>	87	\$31.7

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | **Keyword Research** | Backlink Checker | Report Builder | Tools | Account limit: 2 / 100

Keyword Research > Overview

sectional title insurance | Data for: June 2022 | Currency: \$ USD

KEYWORD (9)

KEYWORD (9)	DIFFICULTY	SEARCH VOL.	CPC	COMPETITION
sectional title insurance	3	70	\$1.66	0.61
business interruption	32	40	–	0.07
fire and allied perils	9	10	–	0.02
crime classes	71	10	–	0
electronic equipment	24	10	\$1.18	0.45
property and material damage...	?	0	–	0
engineering and mechanical bre...	48	0	–	0
accidental / all risks	–	–	–	–
goods in transit insurance	–	–	–	–



# Lukha – Search Engine Optimization

The screenshot shows the Wix Partner Dashboard interface for 'Adjustpro'. The main content area is titled 'Your SEO Setup Checklist' under 'SEO Tools > Get Found on Google'. It features a breadcrumb trail: 'Keywords > Loss Adjusters > Insurance Loss Adjusters > Independent Loss Adju... > Edit Details'. The checklist is divided into two main sections:

- Step 1: Get your homepage ready for Google Search** (Progress: 100%)
  - Set the homepage's title for search results
  - Add the homepage's description for search results
  - Update the text on your homepage
  - Make your homepage visible in search results
  - Optimize your site for mobile devices
  - Connect your site to a custom domain (Premium feature)
  - Connect your site to Google Search Console
- Step 2: Optimize your site pages for search engines** (Progress: 3/4)

On the right side, there is a video thumbnail titled 'See how the SEO Setup Checklist helps your site. Watch Video' with a duration of 1:12. Below the video are links for 'FAQ', 'SEO Learning Hub', and 'Hire an SEO expert'. The left sidebar contains navigation options such as Home, Activity, Subscriptions, Contacts, Communications, Automations, Marketing & SEO, SEO Tools, Email Marketing, Facebook & Instagram Ads, Multichannel Campaigns, Google Business Profile, Social Posts, Video Maker, Marketing Integrations, Logo Maker, Business Cards & More, Analytics & Reports, Finances, Channels, and Settings.





Khaya has completed the SalesMilitia Professional Selling Skills programme, gaining a modern, structured sales approach that moves beyond personality-driven selling and focuses on managing the full customer experience from first contact through to close.

## Professional Selling Skills modules completed

Unit 1: Need Satisfaction Selling

Unit 2: Opening

Unit 3: Probing

Unit 4: Supporting

Unit 5: Closing





## Finance activities utilising Supplier Development Budget

### Finance

- Finance coaching and support provided
- Scenario planning and cost management conducted
- Bookkeeping training delivered and bookkeeper appointed
- Payroll training delivered

### Legal

- HR legal review conducted
- Customer Service Level Agreement refresher delivered
- CSD registration pack prepared and submitted



## Personal Development

Khaya has participated in a structured personal development process focused on strengthening emotional intelligence, self-awareness and professional resilience.

## Logotherapy

- Logotherapy is a school of psychology and philosophy which holds that people are strongly motivated to live purposefully and meaningfully.
- It supports clients to respond authentically and humanely to life's challenges and to interpret obstacles through a lens of meaning.

## Goal

- The goal of this intervention is to strengthen the connection between emotional well-being, resilience and performance.
- By working with the "spirit" of the individual, the process addresses core needs for purpose, particularly where trauma or setbacks may have blocked growth.
- We have seen strong results with this methodology and believe it equips entrepreneurs to navigate difficult business and personal challenges more effectively.



# Lukha – Supplier Development Cost Breakdown

---

The following table provides a summary of the Supplier Development expenditure allocated across the key support areas delivered to Lukha. Each cost reflects the training, advisory services and development activities completed during the period.

Sales:	R 20 000
Marketing	R 22 000
Finance	R 12 000
Legal / HR	R 7 000
Personal Development	R 5 700
	<b>Total: R 66 700</b>

# About Di Teelo

---



Founded in February 2019, Di Teelo handles expert claims, mainly engineering. They specialise in large and complex losses related to subsidence, structural collapse, construction issues, and mining plant and equipment.

Founder and managing director, Lebo Sekano, is an engineering insurance claims adjuster - most likely the only woman in this field in South Africa. With Lebo's master's degree in engineering from the University of the Witwatersrand, and 11 years' experience in the loss adjusting industry, Di Teelo is uniquely positioned to adjust structural and engineering related insurance claims.

The distinctive value Di Teelo adds to the claims process, is the ability to match technical expertise with policy stipulations to arrive at an outcome that is fair to insurer and claimant alike. In the assessment and adjustment of technical claims, it is critical to know which specialist is the most appropriate for the issue at hand. An understanding of the engineering and construction industries allows Lebo to make such decisions.

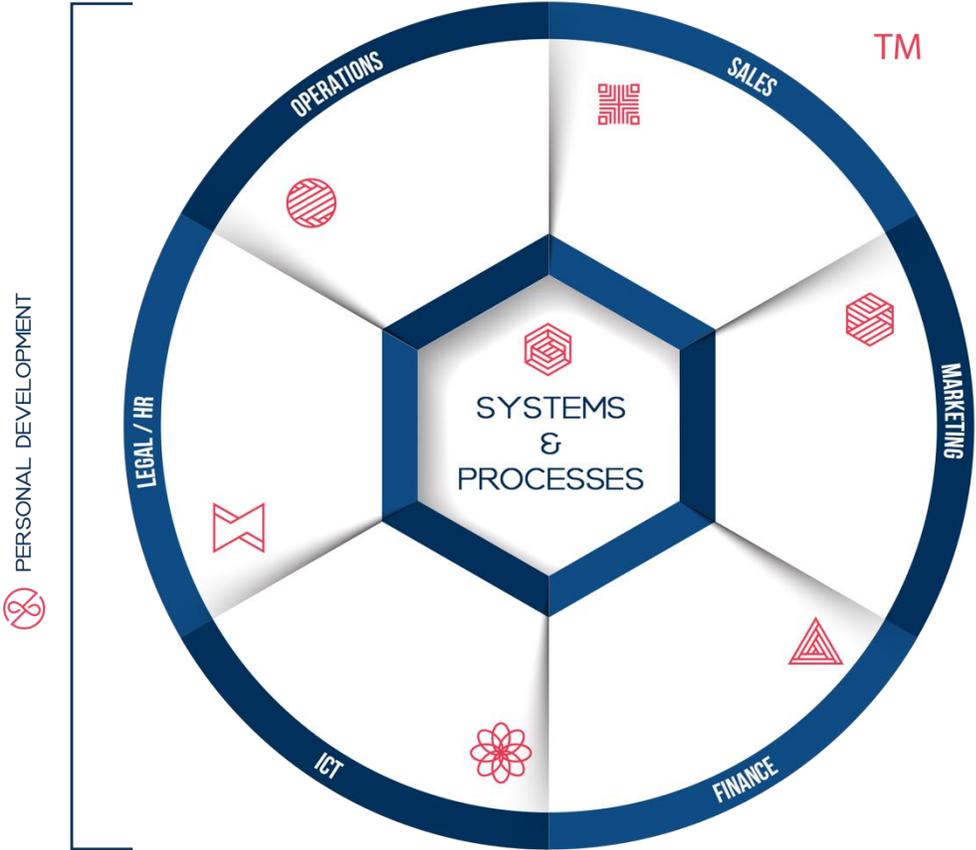
Lebo is an associate member of the Institute of Loss Adjusters of Southern Africa.



# Diteelo - Development Areas

Areas Identified for development:

- Marketing
- Sales
- Finance / Legal
- Personal Development
- Cost Breakdown





# Di Teelo – Marketing Collateral



*Di Teelo*  
Specialist Loss Adjusters

Lebo Sekano  
MSc Eng AILA | +27 (0) 83 603 2068 | lebo@diteelo.co.za  
www.diteelo.co.za

*Di Teelo*  
Specialist Loss Adjusters

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*Di Teelo*  
Specialist Loss Adjusters

**SPECIALISTS LOSS ADJUSTERS  
IN CONSTRUCTION, MINING,  
PLANT AND EQUIPMENT**

3

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*Di Teelo*  
Specialist Loss Adjusters

+ 27 (0) 83 603 2068 | lebo@diteelo.co.za  
www.diteelo.co.za



# Di Teelo – Keyword Research

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | Keyword Research | Backlink Checker | Report Builder | Tools | \$19,013 | AG

Keyword Research > Overview

insurance loss adjusters

Data for: May 2022 | Currency: \$ USD

DIFFICULTY: 16 (EFFORTLESS)

SEARCH VOLUME: 20

CPC: N/A

COMPETITION: 0.07

Keyword ideas

SIMILAR KEYWORDS	SEARCH VOL.	RELATED KEYWORDS	SEARCH VOL.	LOW SEARCH VOLUME
insurance loss adjuster	20	insurance adjuster	230	home insurance loss adjuster
		insurance assessor	170	
		loss adjusting	30	

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Keyword Research > Keyword Suggestions

insurance loss adjusters

Data for: May 2022 | Currency: \$ USD

DIFFICULTY: 16 (EFFORTLESS)

SEARCH VOLUME: 20

Organic SERP

URL	TOTAL TRAFFIC	TOTAL TRAFFIC COST
Loss Assessors vs Loss Adju... https://www.harrisbalcomb...	87	\$24.8
ILASA   The Institute of Loss...	87	\$31.7

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SE Ranking | Projects | Competitive Research | Keyword Research | Backlink Checker | Report Builder | Tools | \$19,013 | AG

Keyword Research > Overview

June 2022 | Currency: \$ USD

SEARCH + EXPAND DATABASE WITH MISSING KEYWORDS

KEYWORD (9)	DIFFICULTY	SEARCH VOL.	CPC	COMPETITION
sectional title insurance	3	70	\$1.66	0.61
business interruption	32	40	-	0.07
fire and allied perils	9	10	-	0.02
crime classes	71	10	-	0
electronic equipment	24	10	\$1.18	0.45
property and material damage T...	?	0	-	0
engineering and mechanical bre...	48	0	-	0
accidental / all risks	-	-	-	-
goods in transit insurance	-	-	-	-



# Di Teelo – Search Engine Optimization

The screenshot shows the Wix Partner Dashboard interface. At the top, there's a navigation bar with 'WIX', 'Adjustpro', 'Partner Dashboard', 'Explore', 'Help', and an 'Upgrade' button. A search bar is on the right. A dark sidebar on the left lists various dashboard sections like Home, Activity, Subscriptions, etc., with 'Marketing & SEO' and 'SEO Tools' expanded. The main content area is titled 'Your SEO Setup Checklist' under 'SEO Tools > Get Found on Google'. It features two main steps: 'Step 1: Get your homepage ready for Google Search' (100% complete) and 'Step 2: Optimize your site pages for search engines' (3/4 complete). Step 1 includes tasks like setting titles, descriptions, and text, and connecting to a domain and Search Console. Step 2 includes a video thumbnail and links for FAQ, SEO Learning Hub, and hiring an expert.

WIX Adjustpro Partner Dashboard Explore Help Upgrade Search...

SEO Tools > Get Found on Google

## < Your SEO Setup Checklist

Keywords Loss Adjusters Insurance Loss Adjusters Independent Loss Adju... Edit Details

### Step 1: Get your homepage ready for Google Search

- ✓ Set the homepage's title for search results
- ✓ Add the homepage's description for search results
- ✓ Update the text on your homepage
- ✓ Make your homepage visible in search results
- ✓ Optimize your site for mobile devices
- ✓ Connect your site to a custom domain (Premium feature)
- ✓ Connect your site to Google Search Console

### Step 2: Optimize your site pages for search engines

Complete these tasks to make your site pages easier to find in search results.

See how the SEO Setup Checklist helps your site. [Watch Video](#)

[FAQ](#)

[SEO Learning Hub](#)

[Hire an SEO expert](#)



# Diteelo – Professional Selling Skills

---

Lebo has completed the core SalesMilitia Professional Selling Skills programme, gaining a modern, structured sales approach that moves beyond personality-driven selling and focuses on managing the full customer experience from first contact through to close.

## Professional Selling Skills modules completed

Unit 1: Need Satisfaction Selling

Unit 2: Opening

Unit 3: Probing

Unit 4: Supporting

Unit 5: Closing





## Finance activities utilising Supplier Development Budget

### Finance

- Finance coaching and support provided
- Scenario planning and cost management conducted
- Bookkeeping training delivered and bookkeeper appointed
- Payroll training delivered

### Legal

- HR legal review conducted
- Customer Service Level Agreement refresher delivered
- CSD registration pack prepared and submitted



# Diteelo – Enterprise Development Cost Breakdown

The following table provides a summary of the Supplier Development expenditure allocated across the key support areas delivered to Diteelo. Each cost reflects the training, advisory services and development activities completed during the period.

Sales:	R 10 000
Marketing	R 9 500
Finance	R 7 000
Legal / HR	R 6 867
<b>Total:</b>	<b>R 33 367</b>

# About Sompisi Loss Adjusters

---



Founded in 2017, Sompisi Loss Adjusters is a specialist loss-adjusting and assessing company serving the insurance market throughout Southern Africa. Based in Helderkruijn, Gauteng, they provide nationwide services and are known for their broad expertise and operational efficiency.

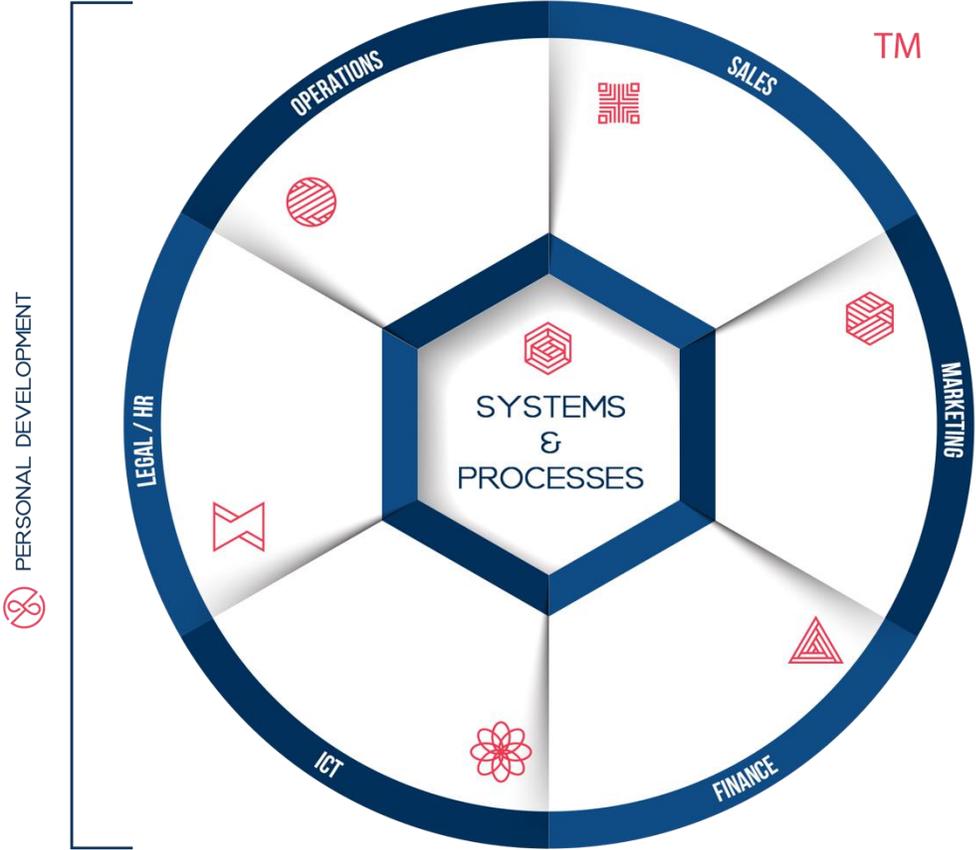
Led by founder Bongani Mbhele, Sompisi handles corporate, commercial and domestic claims, supported by a technical team with more than 35 years' combined short-term insurance experience. The firm is committed to protecting clients' interests and delivering fair, prompt claim resolutions for true peace of mind.



# Sompisi - Development Areas

Areas Identified for development:

- Marketing
- Sales
- Finance / Legal
- Cost Breakdown





# Sompisi – Marketing Collateral

New Logo



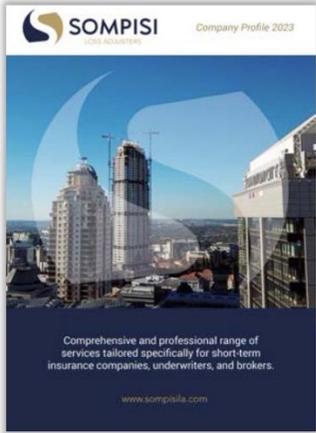
Business Cards



Email Signature



Business Brochure



Business Letterhead





# Sompisi – Marketing Collateral



**SOMPISI** LOSS ADJUSTERS

We offer a comprehensive and professional range of services tailored specifically for short-term insurance companies, underwriters, and brokers.

**FIELDS OF EXPERTISE**

- ASSETS ALL RISK**  
Our assets all risk service provides comprehensive coverage and efficient claims handling for valuable assets, ensuring peace of mind and protection against perils and risks.
- COMMERCIAL & DOMESTIC CLAIMS**  
Our claims adjusters handle commercial and domestic claims, ensuring prompt resolution and clear advice to ensure insurance claims.
- FIRE & ALLIED PERILS**  
Our fire and allied perils panel provides expert claims handling and efficient claims settling and advice for our clients in the stated markets.
- BODY CORPORATE**  
Our body corporate service efficiently manages commercial property to multi-unit complexes, ensuring smooth operations and peace of mind for property owners.
- THEFT INVESTIGATIONS**  
Our theft investigation service utilizes specialized expertise to ensure claims are settled quickly.
- ACCIDENT RECONSTRUCTION**  
Our accident reconstruction service provides expert analysis and reports to determine accident and liability.

**ABOUT US**

Sompisi Loss Adjusters, your Trusted Partner for Professional and Competent Loss Adjusting Services.

With our young, dynamic team of experienced adjusters and assessors, we are committed to delivering excellent service standards. Our vision is to become the leading corporate loss adjusting firm by offering a wide range of expertise and operational efficiency. Based in Stellenbosch, we operate nationally, covering all provinces.

Our multi-disciplinary team covers commercial, domestic, fire, theft, and high-powered technical claims, with over 20 years of combined experience in the short-term insurance industry. Our team is able to efficiently handle claims of any size and type across without delay.

**Institute of Loss Adjusters of Southern Africa** **BEE1**

**MESSAGE FROM OUR CEO**

Dear clients, partners, and team members,

I want to express my heartfelt appreciation for your trust and support. As the CEO of our Sompisi Loss Adjusters, I am proud to lead a team dedicated to providing the highest standard of service and expertise to our industry.

Our commitment to excellence drives us to stay at the forefront of industry advancements. By embracing innovation and cutting-edge technology, we efficiently handle claims and ensure fair settlements. Our goal is to deliver comprehensive solutions tailored to your needs.

Tiered my gratitude to our exceptional team, whose knowledge and passion enable us to deliver unmatched service. Together, we have expanded our network, strengthened partnerships, and grown as a trusted partner.

As we look to the future, we remain excited about the possibilities. We will continue investing in our people and resources to exceed your expectations and drive your success.

Thank you for choosing us as your partner. We are honored to serve you with unwavering commitment.

**BONGANI MBHELE**  
Tel: 021 881 6022  
bongani@sompisi.co.za

**TESTIMONIALS**

- Bronwen Nelzy**  
Sompisi Loss Adjusters provided exceptional advice, handling my claims with expertise and efficiency. They went above and beyond to provide a prompt, thorough claim response, keeping me informed every step of the way. I am highly satisfied with the service.
- Thabo Mkhawane**  
Highly professional and competent. Sompisi Loss Adjusters provided outstanding service for our case. Their expertise, attention to detail, and dedication to our best interests were evident throughout the entire process. We are highly satisfied with the results.
- William S. Muzibulu**  
Choosing Sompisi Loss Adjusters was a game-changer. Their team's expertise, transparency, and professional communication ensured our claims were processed and settled with remarkable speed and efficiency. We are highly satisfied with the results and the overall experience.

**CONTACT US**

**SOMPISI** LOSS ADJUSTERS

**OUR ADDRESS**  
1 Fregate Street, Stellenbosch, 7785  
Email: info@sompisi.co.za  
Tel: 021 881 6022

For any general enquiries, please fill in the following contact form:

Name: \_\_\_\_\_ Message: \_\_\_\_\_  
Email: \_\_\_\_\_  
Tel: \_\_\_\_\_  
\_\_\_\_\_





# Sompisi – Keyword Research

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | Keyword Research | Backlink Checker | Report Builder | Tools | Account limit: 1 / 100

Keyword Research > Overview

insurance loss adjusters

Difficulty: 16 (EFFORTLESS)

Search Volume: 20

CPC: N/A

Competition: 0.07

Keyword ideas table:

SIMILAR KEYWORDS	SEARCH VOL.	RELATED KEYWORDS	SEARCH VOL.	LOW SEARCH VOLUME
insurance loss adjuster	20	insurance adjuster	230	home insurance loss adjuster
		insurance assessor	170	
		loss adjusting	30	

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | Keyword Research | Backlink Checker | Report Builder | Tools | Account limit: 1 / 100

Keyword Research > Keyword Suggestions

insurance loss adjusters

Similar | RELATED | LOW SEARCH VOLUME

KEYWORD (98)	SEAR...	SERP FEAT...	RELE...	CPC	COM...	DIF...
insurance loss adjusters	20	📍 🌟 📊	100%	–	0.07	16
insurance adjuster	230	📍 📊	7%	\$1.38	0.21	69
insurance assessor	170	📍 📊	15%	\$0.64	0.12	16
loss adjusting	30	📍 📊	44%	\$0.98	0.03	21
loss adjusters	30	📍 📊	49%	\$0.98	0.03	6
loss adjuster	30	📍 🌟 📊	49%	\$0.98	0.03	9
claims adjusters	30	📍 📊	6%	–	0	48
claims adjuster	30	📍 📊	7%	–	0	49
claim adjusters	30	📍 📊	15%	–	0	55

Difficulty: 16 (EFFORTLESS)

Search Volume: 20

Organic SERP table:

URL	TOTAL TRAFF...	TOTAL TRAFF... COST
Loss Assessors vs Loss Adju... <a href="https://www.harrisbalcomb...">https://www.harrisbalcomb...</a>	87	\$24.8
ILASA   The Institute of Loss...	87	\$31.7

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | Keyword Research | Backlink Checker | Report Builder | Tools | Account limit: 2 / 100

Keyword Research > Overview

sectional title insurance

Difficulty: 3

Search Volume: 70

CPC: \$1.66

Competition: 0.61

KEYWORD (9)	DIFFICULTY	SEARCH VOL.	CPC	COMPETITION
sectional title insurance	3	70	\$1.66	0.61
business interruption	32	40	–	0.07
fire and allied perils	9	10	–	0.02
crime classes	71	10	–	0
electronic equipment	24	10	\$1.18	0.45
property and material damage L...	–	0	–	0
engineering and mechanical bre...	48	0	–	0
accidental / all risks	–	–	–	–
goods in transit insurance	–	–	–	–



# Sompisi – Search Engine Optimization

**WIX** Adjustpro Partner Dashboard Explore Help Upgrade Search...

SEO Tools > Get Found on Google

## < Your SEO Setup Checklist

Keywords Loss Adjusters Insurance Loss Adjusters Independent Loss Adju... Edit Details

### Step 1: Get your homepage ready for Google Search

- ✓ Set the homepage's title for search results
- ✓ Add the homepage's description for search results
- ✓ Update the text on your homepage
- ✓ Make your homepage visible in search results
- ✓ Optimize your site for mobile devices
- ✓ Connect your site to a custom domain (Premium feature)
- ✓ Connect your site to Google Search Console

### Step 2: Optimize your site pages for search engines

Complete these tasks to make your site pages easier to find in search results.

See how the SEO Setup Checklist helps your site. [Watch Video](#)

[FAQ](#)

[SEO Learning Hub](#)

[Hire an SEO expert](#)





Bongani has completed the core SalesMilitia Professional Selling Skills programme, equipping him with a modern, structured sales approach that goes beyond personality-based selling and ensures the customer experience is effectively managed from first contact through to close.

## Professional Selling Skills modules completed

Unit 1: Need Satisfaction Selling

Unit 2: Opening

Unit 3: Probing

Unit 4: Supporting

Unit 5: Closing





## **Finance activities utilising Enterprise Development Budget**

### **Finance**

- Finance coaching and support provided
- Scenario planning and cost management conducted
- Bookkeeping training delivered and bookkeeper appointed
- Payroll training delivered
- Financial management course registration finalised

### **Legal**

- HR legal review conducted
- Customer Service Level Agreement refresher delivered
- CSD registration pack prepared and submitted



# Sompisi – Enterprise Development Cost Breakdown

---

The following table provides a summary of the Enterprise Development expenditure allocated across the key support areas delivered to Sompisi. Each cost reflects the training, advisory services and development activities completed during the period.

Sales:	R 10 000
Marketing	R 9 500
Finance	R 7 000
Legal / HR	R 6 867
<b>Total:</b>	<b>R 33 367</b>

# About SailOut Loss Adjusters

---



SailOut Loss Adjusters (Pty) Ltd is a 100% black-owned firm founded in 2020 by Mr Mantsena Maphophe, who brings over 15 years of industry experience. Based in Johannesburg, SailOut specialises in assessing and adjusting claims for large Financial Service Providers, handling small to large-scale and complex losses.

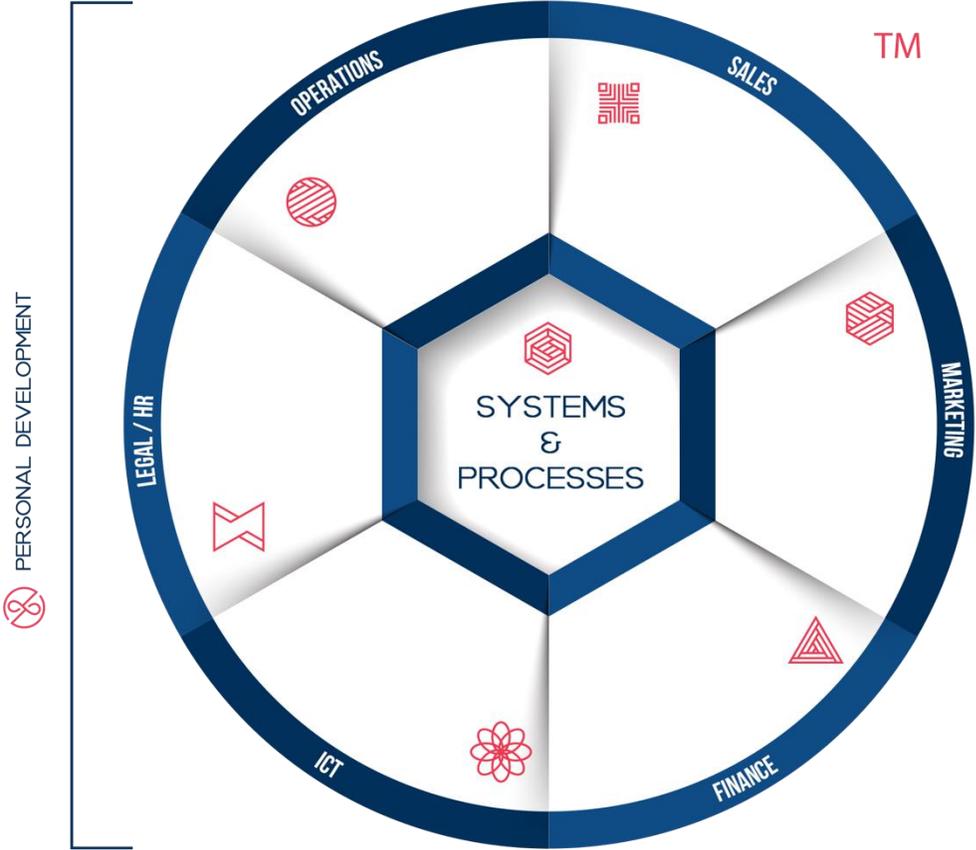
The firm's mission is to deliver highly technical, compliant and ethical claims services. By partnering with leading insurers and adhering to Treating Customers Fairly (TCF) and POPI requirements, SailOut focuses on fair settlements, strong industry relationships and reduced turnaround times, while consistently providing high-quality reports.



# SailOut - Development Areas

Areas Identified for development:

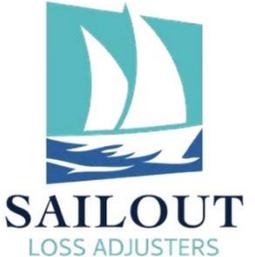
- Marketing
- Sales
- Finance / Legal
- Cost Breakdown





# SailOut – Marketing Collateral

New Logo



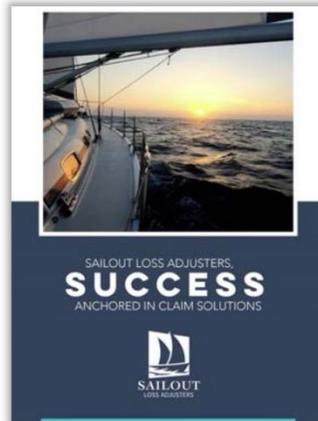
Business Cards



Email Signature



Business Brochure

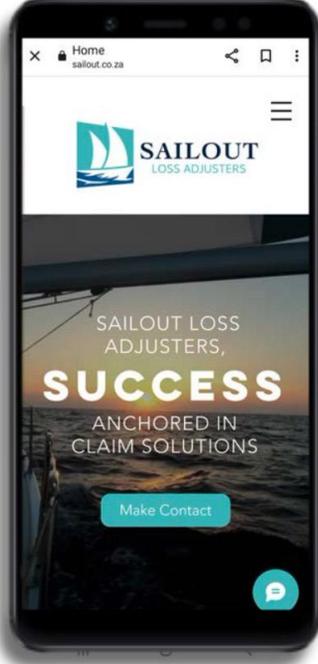
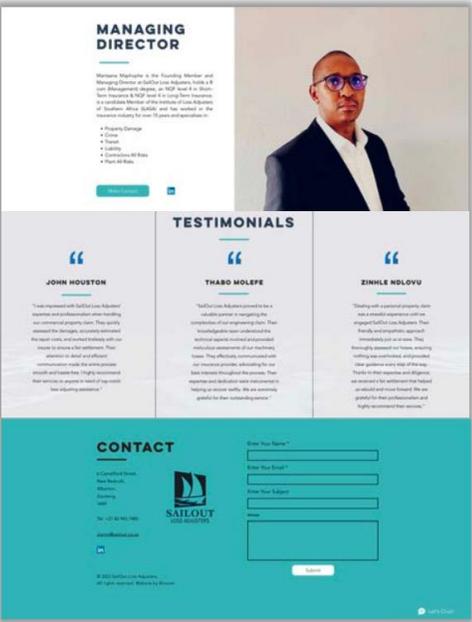
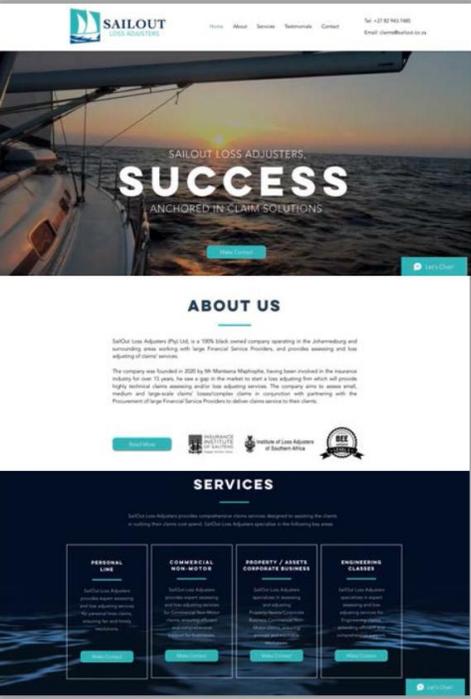


Business Letterhead





# SailOut – Marketing Collateral





# SailOut – Keyword Research

How You Can Help Ukrainians Today (SE Ranking Team Included) [Learn here](#)

SE Ranking | Projects | Competitive Research | Keyword Research | Backlink Checker | Report Builder | Tools | Account limit: 1 / 100

Keyword Research > Overview

insurance loss adjusters

Difficulty: 16 (EFFORTLESS)

Search Volume: 20

CPC: N/A

Competition: 0.07

Keyword ideas

SIMILAR KEYWORDS	SEARCH VOL.	RELATED KEYWORDS	SEARCH VOL.	LOW SEARCH VOLUME
insurance loss adjuster	20	insurance adjuster	230	home insurance loss adjuster
		insurance assessor	170	
		loss adjusting	30	

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Keyword Research > Keyword Suggestions

insurance loss adjusters

Difficulty: 16 (EFFORTLESS)

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insurance assessor	170	📍 📺 📄	15%	\$0.64	0.12	16
loss adjusting	30	📍 📺 📄	44%	\$0.98	0.03	21
loss adjusters	30	📍 📺 📄	49%	\$0.98	0.03	6
loss adjuster	30	📍 📺 📄	49%	\$0.98	0.03	9
claims adjusters	30	📍 📺 📄	6%	–	0	48
claims adjuster	30	📍 📺 📄	7%	–	0	49
claim adjusters	30	📍 📺 📄	15%	–	0	55

Organic SERP

URL	TOTAL TRAFF...	TOTAL TRAFF... COST
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SE Ranking | Projects | Competitive Research | Keyword Research | Backlink Checker | Report Builder | Tools | Account limit: 2 / 100

Keyword Research > Overview

Search: [ ] + EXPAND DATABASE WITH MISSING KEYWORDS

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crime classes	71	10	–	0
electronic equipment	24	10	\$1.18	0.45
property and material damage L...	?	0	–	0
engineering and mechanical bre...	48	0	–	0
accidental / all risks	–	–	–	–
goods in transit insurance	–	–	–	–



# SailOut – Search Engine Optimization

The screenshot shows the Wix Partner Dashboard interface. At the top, there's a navigation bar with 'WIX', 'Adjustpro', 'Partner Dashboard', 'Explore', 'Help', and an 'Upgrade' button. A search bar is also present. The left sidebar contains a menu with categories like Home, Activity, Subscriptions, Contacts, Communications, Automations, Marketing & SEO, SEO Tools, Email Marketing, Facebook & Instagram Ads, Multichannel Campaigns, Google Business Profile, Social Posts, Video Maker, Marketing Integrations, Logo Maker, Business Cards & More, Analytics & Reports, Finances, Channels, and Settings. The main content area is titled 'Your SEO Setup Checklist' under 'SEO Tools > Get Found on Google'. It features a breadcrumb trail: 'Keywords > Loss Adjusters > Insurance Loss Adjusters > Independent Loss Adju... > Edit Details'. The checklist is divided into two steps: 'Step 1: Get your homepage ready for Google Search' (100% complete) and 'Step 2: Optimize your site pages for search engines' (3/4 complete). Step 1 includes tasks like setting the homepage title, adding a description, updating text, making the homepage visible, optimizing for mobile, connecting to a custom domain, and connecting to Google Search Console. Step 2 includes a video player and links for FAQ, SEO Learning Hub, and Hire an SEO expert.



# SailOut – Professional Selling Skills



Mantsena has completed the core SalesMilitia Professional Selling Skills programme, equipping him with a modern, structured sales approach that goes beyond personality-based selling and ensures the customer experience is effectively managed from first contact through to close.

## Professional Selling Skills modules completed

Unit 1: Need Satisfaction Selling

Unit 2: Opening

Unit 3: Probing

Unit 4: Supporting

Unit 5: Closing





## Finance activities utilising Enterprise Development Budget

### Finance

- Finance coaching and support provided
- Scenario planning and cost management conducted
- Bookkeeping training delivered and bookkeeper appointed
- Payroll training delivered

### Legal

- HR legal review conducted
- Customer Service Level Agreement refresher delivered
- CSD registration pack prepared and submitted



# SailOut – Enterprise Development Cost Breakdown

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<b>Total:</b>	<b>R 33 367</b>