

# Never be confused by insurance again!

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**ctrl.** your intelligent  
insurance assistant

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Transforming the insurtech industry, Ctrl is South Africa's first car and household intelligent insurance assistant. Focused on the short-term insurance marketplace it's a digital platform that connects clients, brokers, and insurers.

The Ctrl platform allows one to compare multiple quotes side by side, accept and manage your policy, claim, get emergency assistance and chat to a qualified insurance advisor. Insurance partners include Santam, ABSA, Bryte, King Price, Old Mutual Insure, and MiWay.



T8 has partnered with Ctrl to assist with growth and performance marketing starting with the repositioning of the brand, creative and digital strategy. Insurance can be such a confusing subject and our main focus was stripping back and simplifying our messaging and creative approach by combining the strength of digital with moments to breathe. Ctrl's unique comparison algorithm and real in-app advisors, strikes the perfect balance between AI and the human touch.

Introducing your Intelligent Insurance Assistant – one simple app, that takes care of it for you.

"Ctrl has been a wonderful opportunity to work with smart, focused, friendly founders to help create clarity and calm in a confusing insurance sector," says Andrew Franks, TAG8.

More on the case study: <https://tag8.co.za/portfolio/ctrl/>.

For more, visit: <https://www.bizcommunity.com>