



SOCIAL AND RELATIONSHIP CAPITAL

Strong relationship for collective growth

**BIGGER.
BETTER.
BOLDER.**



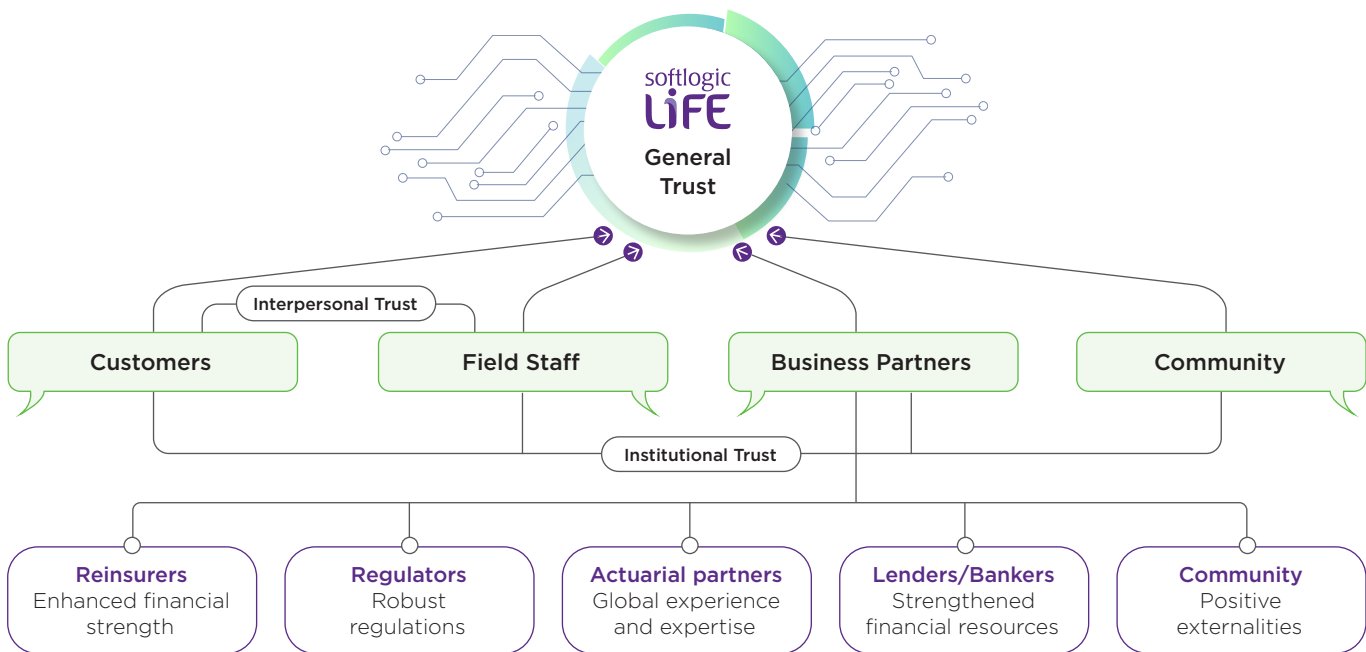
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The company has solidified its institutional trust by establishing a robust internal structure, governance, and risk management framework. Acting as the initial point of contact, field staff members cultivate individual trust with customers through outstanding customer service. This trust is further boosted by strategic business partners, each playing distinct roles in the organisation's value creation process. The stakeholder engagement report, available on page 72, provides detailed insights into the size, diversity, methods, and frequency of engagement with stakeholders.

As a life insurer, our connections with customers, business partners, and the community form an vital part of our value creation process. We view these connections as the external social capital of SLI, embodying our achieve Bigger dreams. These relationships not only enable us to operate but also enhance our market reach and foster business growth. The robustness of our social ties stems from our expansive network, the trust we have cultivated, and the shared values and norms we uphold together.

Figure :- Our key stakeholders represent social and relationship capital



CUSTOMER

Innovating Customer Engagement for **Better** Service Standards

