

# OUTSTANDING Customer Services AWARD

The winning company should demonstrate an excellent level of customer services supported by clear and high standards of quality as well as validated monitoring of performance.

## THE TOP 3



Our wide variety of digital services, including the single mobile app portal – AIA Connect, Chatbot “Andy” and video chat, offer all the convenience that customers need at their fingertips.

The in-house developed “Knowledge Channel” enables all service ambassadors to keep abreast of the latest company information and product knowledge through weekly videos.



AIA has a strong foundation of **Service Excellence** built over the past century. We are committed to delivering Customer-Centric services to create unique customer experience.

Since 2019, the industry has witnessed unprecedented challenges. Our **Next Generation 3-Level Service Model** has given us a strong competitive edge to respond swiftly to potentially drastic changes, including customers’ behavioural change impacted by social distancing in the COVID-19 pandemic.

During the critical times, we have shifted our emphasis to providing self-help services

(Level 1), such as the mobile app **AIA Connect** and **Chatbot “Andy”**, as well as non face-to-face services (Level 2) to render **personalised services** without sacrificing performance standard. While maintaining face-to-face centre services (Level 3), we have also enhanced our service by introducing **video chat** to minimise infection risk.

Moving towards our next 100 years, we will leverage on **Technology, Digital and Analytics** to bring our Strategic Priority to life – significantly improve our **Customer Experience and Service Standards** to provide customers with a distinctive and meaningful experience.



BOC Life's WeChat binding service provides customers with instant access of their policy details and receive notifications on their policy and claim status upon activation of the eService.

BOC Life initiated the launch of WhatsApp business platform, enabling customers to make policy enquiries through the AI chatbot BOC Life Easy Chat, at their finger tips anytime and anywhere.



Founded in Hong Kong since 1998, BOC Group Life Assurance Company Limited (BOC Life) has been serving the local community for years. The company has grown to be one of the top life insurance providers in Hong Kong over the past two decades, committed to offering customers comprehensive life, medical, critical illness insurance protection, along with wealth management and retirement solutions through extensive O2O distribution channels.

BOC Life's solid financial strengths have been affirmed by international rating agencies,

including the financial strength ratings of "A" by Standard & Poor's and "A1" by Moody's.

BOC Life endeavours to set a strong foothold at the digital forefront by leveraging InsurTech at both product and customer service levels to optimise customer experience and satisfaction. BOC Life incorporates technology into business operations with the introduction of eService, policy binding, Easy Claim, eConnect and Chatbot on online and social media platforms, enabling customers to manage policies and claim applications in a fast and convenient way.



At Zurich, we thrive on making customers happy. Regular appreciation programs are held to recognize staff that have gone above and beyond their duty in delighting customers.

At Zurich, every step we take must ultimately benefit our customers. Customers are the heart of our business and the focus of our strategies. Our determination in continuously raising the bar in customer service is anchored by three pillars: "Focus on customers", "Simplify" and "Innovate". We are passionate about being a learning organization and have a culture that understands the importance of listening. We are simplifying products and streamlining processes to transform how we do insurance. We harness innovation that aligns with the dynamic digital landscape.

Our people have delivered in extraordinary ways and our customers are recognizing our efforts, as reflected in the solid NPS score improvement since launch. Over the years, we have continuously refined our approach in collecting and using the feedback customers provide to enhance their experience with us.

To our customers and people, thank you. Thank you for empowering us to be one of the bests. We will continue to make customer service our differentiator.