

# MOST INNOVATIVE Product/Service AWARD GENERAL INSURANCE

The award recognises the winning company who has developed a new product/service or created new revenue opportunities and market share by revamping an existing product/service.

## THE TOP 3



Examples of online workshops available to our customers include yoga classes (left) and jam making workshops (right).

Bupa4Life, our one-stop online wellness engagement platform, will help our clients manage their employee wellness programme through employee engagement initiatives, rewards, wellness events, tailored challenges and campaigns.



## Bupa Hong Kong Workplace Health Programme 2.0

As a pioneer in Hong Kong's Workplace Health market, we continue to improve and develop our programme to maintain our leading position in this space. We believe digitalisation through an online wellness platform will provide a better overall customer experience. It will help educate and empower people to better understand and achieve their health and wellbeing goals, whilst supporting and rewarding them with access to free or discounted health and wellbeing related content, products and services, guided by our purpose of helping people live longer, healthier, happier lives.

Our Workplace Health Programme 2.0 now includes:

**Digital quarterly tailored campaign Bupa HealthFest**

**One-stop online wellness engagement platform Bupa4Life:**

- Online health assessment (OHA)
- Wellness library e.g. articles, videos, recipes and more
- Action plans and goal-setting
- Online booking system with a menu of services
- Health and fitness challenges
- Health coaching and video consultation
- Rewards system

**New online webinar services**



▲ Customers can reschedule or extend the benefit term anytime and anywhere before their journey through the "AIA Connect" mobile application.



▲ The innovative iTravel Protect goes beyond conventional protection to provide first-in-market cover for "Missed flight departure".

### iTravel Protect

Guided by our 'customer-centric' philosophy, the new game changing product iTravel Protect provides **first-in-market "Missed flight departure"** and **"Extended cover to pre-existing illnesses"** protections as well as cover against various unexpected travel incidents, offering customers a more comprehensive travel insurance product that bridges the market gap with better and more extensive covers.

Made possible by the AIA iShop platform, iTravel Protect's **highly customisable modular benefits** provide customers extra flexibility by enhancing the cover based on

individual needs, with optional covers such as Destination Wedding and Photoshoot, Winter Sports, Water Sports and Cruise Vacation.

Customers can purchase the plan, **flexibly reschedule or extend the cover** and make a claim via "AIA Connect" mobile application anytime and anywhere at the ease of their fingertips.

With this highly innovative and flexible plan that caters to changes in schedule and arrangement of thematic activities, customers can travel the world with peace of mind and live Healthier, Longer, Better Lives.



◀ SmartHome Plus aims for your free-minded living by providing diverse protection for your beloved home.



▲ AXA listens and understands customers' needs. SmartHome Plus provides distinct coverages for different identities and extra protection under adverse weather to ease your worries.

### SmartHome Plus

To further increase the penetration of home content insurance, we revamped our product to address the specific needs of different home owner segments such as self-occupiers, landlords and tenants. Differentiated plans with a wide range of sum insured level are offered at customer's choice. Keeping abreast with the lifestyle trend, we provide optional benefits such as typhoon shelter, fixtures and fittings from ex-owners and developers, enhanced third party liability and many more, so that each customer can tailor their best fit protection plan on need basis.

To make life easier, we simplified the buying journey with 24/7 instant quotation and online enrolment, taking in those with special needs such as old age property, flat with rooftop, flat with garden and so forth. We further built awareness on home protection need with educational videos, shared cases, fun games and activities via different mass and social media. With all these together, we have recorded very encouraging sales performance since launch.