

Outstanding Online Platform

- General Insurance Award

The winning company needs to demonstrate the excellent use of online/digital platform in sales or services provided to customers. The high degree of efficiency, effectiveness and user-friendliness in engaging customers and serving clientele will be the key for evaluation.



AXA General Insurance Hong Kong Limited

At AXA General Insurance, we are committed to delivering a superior customer experience at all levels. Over the years we have been continuously investing in digitalisation, and the launch of our online platform of travel insurance is a further proof of our dedication.

Our well-established travel insurance platform sets itself apart by ensuring a coherent customer journey through the use of SWAP technology, a technology developed by AXA internally. With SWAP, we are able to ensure our exposure is compatible with any web platform of our business partners and deploy our fabulous offerings and services without hassle. It definitely provides our customers with seamless and coherent purchasing experience not only on our own website but also on our business partners' websites.

What's more, our online platform was designed to be mobile friendly so that customers can purchase travel insurance anytime, anywhere with any digital device, and receive the policy by email immediately after purchasing. Purchasing travel insurance is as simple as a click at your fingertip.



In the long term, the technology we used to develop this online platform will have great potential to launch other insurance products online and to provide online service to customers.



Watch the video introducing our travel insurance platform by scanning the QR code!



Bank of China Group Insurance Company Limited

E-commerce is hotter than ever right now! BOCGI is the leading general insurance company to provide mobile application with online insurance application since 2013. Through easy navigation, the user friendly platform facilitates customers to purchase travel insurance, accidental emergency medical insurance, home comprehensive insurance and motor insurance round the clock anywhere in Hong Kong. It also caters for customers' need to view policy coverage, download forms as well as report claims online.

BOCGI's online platform also provides instant services via mobile application and WeChat channel. For instance, Group Medical Insurance policyholders can present their e-Medical cards to the network doctors or clinics for medical consultations once logging in the BOCGI Medical Enquiry System via smart phones or tablets.

To avail customers with medical network doctors and clinics conveniently, BOCGI mobile app offers instant access to relevant information and display clinic locations on map. Our business partners, agents and brokers can access BOCGI online quotation system through their desktops and laptops to obtain quotes and issue cover notes in just a few minutes.

Following the trend that more customers go online to shop around with their smart phones, BOCGI actively provides more online insurance products in the near future. Investigation on the possibility to adopt various payment channels to satisfy customer needs is undergone. We treasure every customer's feedback which is important for us to improve. Innovation at BOCGI online platform to serve customers is our ultimate goal.



Zurich Insurance (Hong Kong)

In the increasingly digital world, Zurich ensures to not only take effective measures in developing platforms, but to make processes more efficient and as paperless as possible. Keeping a holistic approach to processes in mind, Zurich has designed multiple online platforms catering to customers of different segments, including individual end customers, intermediaries, corporates and international clients. With these web portals and mobile applications, Zurich delivers an empowering customer experience—from online insurance application to risk engineering advice, compliance with international programs, online payment gateway, and many more.

"Zurich HK" mobile app - Being the first amongst our general insurance peers in Hong Kong to digitize claims, we focus on making the processes as transparent and easy as possible.

ZONE - Enabling the buying process is ZONE—our online portal containing product information, quotations and policies in one place. It is a means to make the accessibility to our products and services more efficient and easy-to-find for our end-customers and our intermediaries, serving as a win-win solution for both.

Global Corporate mobile apps - Our two mobile apps under the Global Corporate umbrella, "Zurich Risk Advisor" and "Zurich Multinational Insurance Application", are used to provide corporates with a global overview of risk to help them with scenario planning and achieve compliance for their International Programs.

The insurance world is changing, with the entire value chain being reimagined. At the center of this transformation is how companies interact with stakeholders. Zurich will continue to embrace technology and re-engineer digital processes to continuously deliver great customer experience.



The "Zurich HK" mobile app was the first in Hong Kong to digitize claims—staying true to the company's customer centric commitment.



Zurich Risk Advisor provides a suite of self-service risk engineering tools for customers and brokers.