

**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.



AIA International Limited



Through the interactive digital platform of iJourney, customers can enjoy convenient service right from policy application, making policy changes and enquiries, to filing of claims.

The industry-first and innovative "iCare Self-Help Service Kiosk" at clinics and hospitals offers customers a one-stop experience to check claims eligibility and arrange pre-admission cashless hospitalisation by video conference.



AIA has always been a pioneer in customer service in the insurance industry. We are currently serving 2.7 million customers with over 14,000 financial planners supported by over 1,200 back office staff. Our success is the testament of our strong commitment to Service Excellence.

We are proud of having started new service trends for other insurers to follow suit – claims concierge service, staff empowerment, holistic call centre service, personal medical case management, command centre for tragedy, etc.

Over the years, it is proven that we have built a very solid people foundation. Riding on this competitive edge, we started transforming our customer service in 2016 by integrating Human Expertise with AI Technologies to bring about an iJourney for customers. We have taken customer experience to greater heights by offering effortless service anywhere, anytime in every possible way.

In the future, we will continue to uphold our service strategy of Ease of Doing Business, and roll out even more customised and ground-breaking initiatives for our customers.



MetLife Limited



MetLife state-of-art service center located in the Wanchai prime area.



Play with laughs, work with hearts!

MetLife has a long history of 149 years serving approximately 100 million customers in the world. Leveraging our global presence and strengths, and merging our success with the experience of local culture and practice in Hong Kong, we have fast tracked our business. Being one of the finalists in the HKFI Outstanding Customer Service Award is truly the recognition for our dedication and efforts.

We have adopted a multi-channel distribution strategy. Customer Service supporting policyholders and different channels has opened a new horizon for us. To develop customer intimacy, we have integrated our customer service solutions, including service center, call center, customer retention and complaint handling, which are built with the objective of interacting with customers closely and directly.

To differentiate ourselves, we have established a new team who specializes in handling claim disputes. This concept originated from the proactive aspect of our customer service philosophy. We are able to look at the technical side of claims and the emotional side of claimants, and then advise for the best customer benefit especially for the resolution of gaps between customer expectation and reality.

"Customer journey is never ending" – with our Put-Customers-First approach and our commitment, we aim at succeeding together with our customers and becoming one of the key players in Hong Kong.



Prudential Hong Kong Limited



Observation room with one-way mirror



Multi-function room

For over 50 years in Hong Kong, Prudential's customers have entrusted their most valuable financial, retirement and health matters to our company, and we aim to respond to this trust with the highest levels of integrity, loyalty and service.

We adopt a holistic customer service approach and strive to elevate customer experience throughout the entire customer journey, supported by the best technology, innovation and management techniques. The culture of Service Excellence is promoted throughout the company to deliver the best customer experience at every single touch point, be it through our distributors, media and digital platforms or customer service representatives.

Prudential has launched a new customer loyalty programme, "PRUsense", an exclusive by-invite customer loyalty programme that cultivates customer satisfaction and loyalty by providing tailored benefits and privileges.

Prudential's customer-oriented culture is also integrated into all departments and teams, promoting a research culture to integrate customer insights into our business and drive innovation. Recently Prudential introduced its "Customer Digital and Innovation Centre" – a platform to better understand the voice of customers (VOC) via in-depth interviews, focus group discussions and journey mapping, helping to maximize customer acceptance of new innovations or platforms.