

Outstanding InsurTech Innovation Award

This award recognises the innovative technology solution/ system/ application that helps insurance organisations run more effectively, deliver business value and better performance, improve customer service and experience, process claims with higher efficiency, manage corporate infrastructure with greater ease, etc.



AXA Hong Kong



By chatting with Alex every day, users can enjoy personalised coaching and challenges, get points and start redeem rewards.



AXA Hong Kong launched "Xtra by AXA", the free personal coaching mobile app in Hong Kong that rewards users for healthy living.

To meet the rapidly evolving needs of customers in the digital world and to strengthen AXA Hong Kong's leading position in prevention and care, we have accelerated our business innovation and launched Xtra by AXA to empower people to live better lives.

Xtra by AXA is a first free on-demand personal and wellness coaching through Artificial Intelligence available in Hong Kong that rewards users for living a healthy lifestyle.

With a combination of wellness and fun, Xtra by AXA offers users handy and customised tools to achieve their health goals easier.

With more than 50,000 downloads, 2,000 monthly active users are chatting on average four to five times per week with our blended human-AI Chatbot coach named Alex.

This innovative wellness initiative demonstrates AXA Hong Kong's strong commitment to bringing our customers amazing experience in the digital era.

Leveraging our expertise on innovation and partnerships, we have a clear mission to anticipate and embrace future customer trends and to create new business models, products and services that exceed our customers' expectations.



China Life Insurance (Overseas) Company Limited



Business process re-engineering management meeting.



Integrated Business Design and Knowledge Base Platform

China Life Insurance (Overseas) fully embraces Insurtech. Powered by our technology innovation capabilities, our business witnessed a 30% CAGR over the past 5 years. To further strengthen the competitive edge in our services and operations, China Life Integrated Business Design and Knowledge Base Platform ("the Platform") was introduced in our Business Process Re-engineering Project.

By adopting BPMN2.0 and DMN (a universal business process and decision design standard notation) in the Platform, all stakeholders can communicate, work and exchange feedback in a collaborative platform. This platform facilitates the identification of loopholes and the compilation of thorough as-is analysis and actionable to-be blueprints. Furthermore, it helps the business visualize results before development and saves costs through process and decision simulation testing. By leveraging this new technology, we have successfully reaped business benefits in a period of just 6 months, which include significantly improved operations efficiency and customer experience.

The Platform facilitates business design output to integrate with our Core System's workflow engines with low code direct deployment, providing strong support to enhance our business process agility, forge a collaborative culture, and realize continual improvement. We believe by implementing this innovative and uniquely all-in-one industrial platform, we will be able to go further and accomplish more in process intelligence in the industry.



FWD General Insurance Company Limited



FWD Drivomatics – Your best driving companion



3 key features of FWD Drivomatics

Traditionally, the premium rate of motor insurance can only be calculated by statistics, genders, age, car type and previous claim records. However, a driver's own driving behavior has never been reflected on his/her own premium rate, which is not entirely fair to safe drivers.

FWD has made a breakthrough by introducing the first driving technique assessment app – FWD Drivomatics. It can record each ride in detail and give a score based on a comprehensive range of factors including smooth acceleration, braking technique, turning technique, concentration and safe speed. On top of the "no claims discount", the motor insurance policyholders will be awarded with cash rebates of up to 30% of the total premiums paid for that policy year, based on their average driving scores.

With big data analytics collected from the users' driving behavior together with the transparent rewarding scheme, drivers are encouraged to drive more safely which in turn will bring down the risk of getting into an accident. FWD as an insurer will also be benefited since claims will be reduced. In long run, we are ultimately promoting road safety in Hong Kong. This is a WIN-WIN-WIN situation that we are striving for.