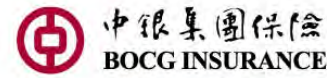


Outstanding Online Platform Award

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.



Bank of China Group Insurance Company Limited



Comprehensive, Specific and Methodic, We are offering One-stop service on general insurance here.



Intuitive, Legible and User-friendly, Our mobile APP tries our utmost to bring the best user experience to consumers.

BOCGI's online 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.

It 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,

BOCGI mobile app also offers instant access to relevant information and display clinic locations on map. Our business partner, 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.



FWD Life Insurance Company (Bermuda) Limited



Instant Withdrawal Service, an innovative and customer centric service, brings insurance closer to customer daily life – live up with FWD's mission: To change the way people feel about insurance



User-friendly interface and simple steps to withdraw policy value to digital wallet

FWD continues to innovate customer-centric solutions and has launched "Instant Withdrawal Service", that offers the most convenient service and make insurance simple & fun.

Tapping into the explosion in popularity of mobile wallets, FWD successfully integrated Tap&Go payment service with iFWD online platform, through a strategic partnership with HKT Payment Limited. Now, Savie and Provie insurance plans' customers can withdraw cash value instantly through iFWD platform to their Tap&Go accounts. By only a few clicks, customers can start enjoying insurance value in daily spending anywhere worldwide or online via MasterCard® contactless technology.

This game-changing service disrupts the traditional withdrawal process, from a "manual & paper-driven procedure" to a "simple & user-friendly digital approach". This automation not only offers customers a more diverse variety of convenient, efficient and paperless withdrawal option, but also saves our operation's effort in handling small ticket-size withdrawal request.

Instant Withdrawal Service is the first step in our plan to provide an exceptional insurance experience to customers, we will leverage on this innovative solutions to explore more business opportunities, create product differentiation and launch in different FWD countries to change the way people feel about insurance.



Prudential Hong Kong Limited



PRUone, an integrated mobile sales platform, supports financial consultants by providing personalised and professional financial solutions for customers in a safe, accurate and efficient way.

PRUone is an all-in-one mobile sales platform that transforms the traditional insurance paper-based process into a digital solution. It is a hybrid application supporting both online and offline functionality and offers the highest flexibility of real-time information and offline working.

To bring customer experience to a new level, Prudential has developed innovative functions on PRUone such as real-time validation FNA (Financial Planning Analysis) and Instant Underwriting Decision. PRUone's guided and automated processes ensure accuracy and compliance, helping financial consultants fulfil regulatory requirements with ease, while the robust security control prevents data leakage in case of device loss, providing peace of mind for financial consultants and customers alike.

Moreover, the straight-through processing of PRUone brings additional benefits, including reduced service turnaround time, lower operating costs and environmental friendliness.