

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.



◀ "Robot Andy" is an industry-first artificial intelligence to act as our Service Ambassador to welcome customers at our service centre and provide practical information.



▲ Our AIA Connect mobile application has grouped self-help services of all business lines, enabling customers to manage their policies and information at their fingertips.



In 2019, AIA Group is celebrating our 100-year journey. AIA Hong Kong is committed in providing pre-eminent service to all customers.

Built on our service strategy of **Customer Centricity** and **Digitalisation & Innovation**, we have rolled out the **Next Generation 3-Level Service Model** which targets at individual needs of different customer segments.

For Level 1, we have grouped all self-help services in **AIA Connect** – one mobile app one portal and online **Chatbot "Andy"** for all business lines to offer 24/7 One Customer Experience service.

Level 2 offers non face-to-face services, such as hotline, live chat, kiosk and email, to render dedicated and **personalised services**.

Level 3 is our prestige face-to-face **concierge centre services**. We process all policy change requests instantly and offer death claims concierge services.

Service Excellence is a never-ending journey. We will keep on launching new service initiatives by riding on digitalisation and innovation to take customer experience to a new height.



◀ Our Customer Engagement team is nothing less than a family.



▲ FWD Insurance Solutions Centre provides customers with easier and more convenient access to FWD's services.



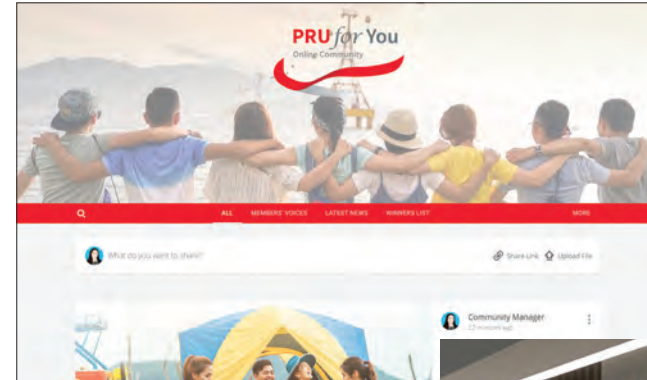
Life is too special to be held back from achieving one's goals. We are changing the way people feel about insurance and continue striving to ensure our customers buy, claim and ask with **easy, effective** and **emotional** bonding.

Technology, together with our channel optimisation strategy, is delivering an extraordinary service to our customers. As an FWD customer, you can enjoy FWD's services via various channels anytime, anywhere.

We believe teamwork is the key. Our Customer Service, Knowledge Management

and Operations Excellence teams have worked together to deliver extraordinary service to our customers. Upon the delivery of technologies and service designs, we have gained insights on how to enhance customer experience and received myriads of feedback from the people we serve. Friendship, trust and team spirit have been established throughout the collaboration, and it is unquestionably a remarkable journey for each of us.

We will continue to strive taking a step forward and going beyond your expectations. Thanks again to HKFI for affirming our efforts.



◀ "PRU for You" Online Customer Community listens to better understand customers' needs



At Prudential, we place the highest priority on a culture of Service Excellence. For over 50 years, customers have entrusted their most valuable financial, retirement and health matters to us. We aim to respond with the highest levels of integrity, loyalty and service.

We adopt a holistic approach and strive to elevate the entire customer experience, supported by the best technology, innovation and management techniques. Our Service Excellence culture is promoted internally to



▲ Customer Service Center

deliver at every touch point – through our distributors, digital platforms and customer service representatives.

Our Voice of Customers Platform collects feedback about customer experience and expectation to derive pragmatic insights and drive continuous improvements.

In 2018, Prudential launched 2 revolutionised claims journey improvement platforms: "Hospital to Prudential" and "Agent Chatbot Claims Submission for Customers" enable an effortless claims experience.