

EXCELLENCE IN
Digital Transformation
AWARD

Supporting Organisation:
Cyberport

This award recognises the outstanding achievements of an organisation for its excellence in applying digital transformation, which includes, but is not limited to, the use of InsurTech, mobile applications, big data, AI, digital CRM, online platforms and applications, for internal and external operations. Judges will be looking for innovative practices that help the insurance organisation run more effectively, deliver business value and better performance, engage customers and clientele, improve customer service and experience, manage corporate infrastructure with greater ease, etc.



◀ Our launch event "Welcome to the Blue Era" marked the birth of Blue as the first digital life insurer in Hong Kong.



▲ Customers can answer at most three health questions online to complete an insurance application.

Blue is Hong Kong's first digital life insurer - in fact we are more than that, much more. As a joint venture between Aviva plc., Hillhouse Capital, and Tencent Holdings Ltd, Blue was launched in September 2018 with a founding vision to design simple and flexible insurance solutions with customers, for customers.

Blue disrupts the insurance sector by pioneering a game-changing proposition – an easy-to-use, anytime-anywhere digital life insurance journey. Our 24/7 online platform, capitalising on cutting-edge technologies including online underwriting and facial

recognition, enables customers to complete a life insurance application by answering at most three simple health questions. Coupled with the suite of easy to understand products, Blue empowers customers to take charge of their own protection solutions with ease.

Our digital model allows us to directly collect, analyse, and act upon data across all customer touch points swiftly. It lays a strong foundation for InsurTech deployment, equipping Blue with extensive digital capabilities to unlock possibilities for the insurance industry.



◀ Co-Founders and Co-CEOs of Bowtie, Mr Michael Chan (left) and Mr Fred Ngan (right)



▲ Official launch of Bowtie with distinguished guests from the IA and the FSTB, Mr. John Tsang (Bowtie's Senior Advisor) and Sun Life Hong Kong



Bowtie Life Insurance Company Limited is an authorized life insurance company and Hong Kong's very first virtual insurer approved under the Fast Track pilot scheme. Built with modern technology and medical expertise, Bowtie's fully end-to-end digital platform offers health insurance plans under the Voluntary Health Insurance Scheme (VHIS) to customers directly.

With Bowtie's mission to "Make Insurance Good Again", we hope to be the positive catalyst for the industry to win back trust from customers through our own journey of digital transformation. Bowtie enables a new generation of consumers to access pure insurance protection and take direct control of insurance decisions.



◀ This cashless arrangement on the hospital claims really gives customer peace of mind.



In Prudential, we constantly look at our current operations and technology to identify how we can simplify and converge solutions to empower our businesses to evolve quicker and at a lower cost.

One of our key initiatives is **process automation** - identifying opportunities across the business to remove or replace complex, low value, paper-based processes. This will allow us to provide quicker, better

service to our customers and make us more efficient.

While mobile technology has changed how customers want to engage and be served by enterprises, we strive to reflect this "**mobile first**" philosophy on our new propositions, services and solutions.

To do so, we adopt **a new way of working** with agile approach so that we can evolve more quickly and scale faster than others.



▲ PRUTV is a customised learning app with videos to provide new insights