

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.*



THE TOP 3



▼ During the pandemic, we accelerated Digitalization with the focus on self-help services 24/7, including the mobile app AIA Connect and Chatbot "Andy", to provide customers convenience at their fingertips.

▲ Our digital platform, "Knowledge Channel", enables service team to learn anytime, anywhere to keep abreast of the latest company and product information with the objective of ensuring service quality and aligning customer experience.



AIA has been standing by the community for over a century, through both good and bad times. With Customer Centricity being at the core of our drive for Service Excellence, we are committed more than ever to living up to Our Purpose of helping people live Healthier, Longer, Better Lives during the pandemic as well as in the current recovery period.

Meeting the evolving needs of customers impacted by social distancing, we have accelerated Digitalization, providing a wide variety of self-help services 24/7 at customers' fingertips. Our signature services

include the all-in-one mobile app AIA Connect, which allows all customers from our different lines of business to manage their AIA accounts with a few clicks, and Chatbot "Andy" that answers over 100 different types of customer enquiries around the clock.

Looking forward, we will continue to leverage Technology, Digital and Analytics and take the lead in bringing Simpler, Faster and More Connected services to make customer journey a distinctive and meaningful experience.



◀ BOC Life continues to uplift our customer experience. We have adopted measures like instant services, claims experience enhancement etc., to satisfy changing of customer needs and elevate customer service standard.



▲ BOC Life launched the "Wellness by Sensory" programme, like offering herb tea in VIP Service Centre in Central, customers can enjoy a moment of tranquility while enjoying our insurance services.



BOC Life was founded in Hong Kong and has served the local market since 1998. We have grown to be one of the top life insurance companies in Hong Kong, with a commitment to offering comprehensive services in life insurance, wealth management and retirement protection. BOC Life's shareholding is owned by BOC Hong Kong (Holdings) Limited and Bank of China Group Insurance Company Limited. We strive to provide our customers with tailored insurance and financial planning services that meet their needs.

BOC Life's solid financial strength has been affirmed by international rating agencies, including the financial strength ratings of "A" by Standard & Poor's and "A1" by Moody's Investors Service.

We embrace "people centricity and customer first" by integrating professionalism and care, fulfilling numerous aspirations of customers. We see customers as life partners by providing quality and professional services; we pursue efficiency and value creation for shareholders; we value employees and strive to be the employer of choice.



◀ Prudential's Customer Services team delivers professional experiences at every step of the customer journey and is committed to providing service excellence



▲ Prudential is dedicated to leveraging digital technologies to provide an enhanced, comprehensive and efficient customer experience



At Prudential, we are committed to a culture of Service Excellence, leveraging every touch point to enhance the customer journey and ensure we offer insurance solutions and services that meet customers' needs and expectations.

Through our holistic 'We Do' approach towards Service Excellence and our credo "Listening. Understanding. Delivering.", we harness the voice of customers to provide predictive service and acquire actionable information to improve our products and services.

Customer Satisfaction is integral to Prudential's key performance index and drove

our efforts to help customers power through the challenges of the COVID-19 pandemic. Aided by our innovative digital support tools, we introduced dedicated new services, launched free COVID-19 coverages and relaxed internal processes to support customers in need.

We continue to leverage digital technologies to provide an enhanced and comprehensive customer experience, offering remote service support and launching new health-related functions on our Pulse app to support customers in managing their health and wellness. As customers interact with our platform, we get to know them better and in a way that is unrivalled.