

SCMP THIS WEEK IN ASIA

NOVEMBER 26 - DECEMBER 2, 2017



The Hong Kong
INSURANCE AWARDS 2017
香港保險業大獎

The Hong Kong Insurance Awards 2017

For the first time in the history of insurance, the Hong Kong Federation of Insurers teamed up with the South China Morning Post to organise this year's Awards.



Organised by the Hong Kong Federation of Insurers, the Awards is one of the most prestigious brand elections in the Hong Kong insurance industry, with various categories launched to raise standards across the industry by acknowledging top-notch performance and innovation. The Awards is a valuable opportunity for the industry players to strive for excellence.

This year, an overwhelming response from the industry was received with over 100 quality entries submitted for the 15 categories. A prominent panel of judges, including the most respected figures from across the industry and related fields in Hong Kong, had spared their precious time to select the most deserving finalists and winners for each category. More than 320 guests gathered at the Awards Presentation Ceremony cum Gala Dinner held in late October to recognise and celebrate the outstanding achievements of the industry.



Organiser

HKFi
The Hong Kong
Federation of Insurers
香港保險業聯會

Co-organiser

SCMP

South China Morning Post



AIA INTERNATIONAL LIMITED

Outstanding Claims Management Award

By pairing superior medical protection with the highest possible standards of quality care, AIA Hong Kong brings to customers Personal Medical Case Management Service and takes medical insurance cover in the territory to a new level. The programme allows AIA Hong Kong customers access to a global network of more than 3,000 specialists for independent third-party advice in a timely manner. Although some of the cases in this arrangement may result in higher claims amount for the insurer, it gives an added level of peace of mind for customers, reducing unnecessary stress and concerns for them and their loved ones. In AIA Hong Kong we genuinely put our customers as our top priority, while upholding our philosophy to 'pay the right claims, in the right way'.

Peter Crewe, Chief Executive Officer of AIA Hong Kong and Macau



Insurance is a people-oriented industry and so naturally a company's customer service plays a crucially vital role. The credo of Prudential Hong Kong "Always Listening. Always Understanding." is applied at every single customer touch point — from the first encounter with its financial consultants, to customer hotlines, to conveniently located customer services centres, to its one-stop, digitalised online platform. When it comes to customer service, Prudential Hong Kong really leaves nothing to chance.

We at Prudential Hong Kong believe that customer service is a mutual relationship and the loyalty of the long-term customers should be rewarded. Our latest invitation-only customer loyalty programme, "PRUsense", was launched in 2016 with the aim to offer exclusive benefits and privileges to thank our valued and prestigious customers. Loyalty to each other is what helps every good relationship develop and grow.

Derek Yung, Chief Executive Officer of Prudential Hong Kong Limited



PRUDENTIAL HONG KONG LIMITED

Outstanding Customer Services Award



AXA HONG KONG

Outstanding Training and Development Award

AXA Hong Kong believes that people are the key to excellent performance and success, and so training and development is at its top priority. High-quality distributors are essential to delivering on our promises to our customers.

Having one of the largest and most comprehensive training facilities in the insurance industry in Hong Kong, AXA Academy offers a wide range of training programmes for three different levels of distributors, they are: 'Certificate in Basic Financial Planning' for new agents to equip themselves with essential knowledge about the industry; 'Certificate in Financial Planning' for experienced agents to uplift themselves

with advanced financial planning skills; and 'Certificate in Sales Management' for managers to master the recruitment process and skills for team development. All the programmes are accredited by the Hong Kong Qualifications Framework.

AXA Hong Kong encourages lifelong learning among its distributors. The vision is to support their personal and professional growth, encourage the talent leaders to excel and uplift the professionalism of the entire industry in the long run.

Etienne Bouas-Laurent, Chief Executive Officer, AXA Hong Kong



Prudential Hong Kong has been operating in Hong Kong for over 50 years, understanding the pressure of a rapidly ageing population and the associated challenges of health and community faced by the city. Meanwhile, we believe that nurturing young people is one of the keys to Hong Kong's long-term development. Aligning with our business expertise, therefore, Prudential Hong Kong builds its CSR work around the four long-term pillars of youth, education, health and community.

Our CSR programmes are far more than remote philanthropy. A case in point is shown by our financial literacy parent-child workshops.

Not only does the programme educate primary students about the essential financial concepts of "Earn, Save, Spend & Donate", but it also equips their parents with techniques to teach their children how to manage money wisely.

We also join hands with other organisations, such as the Hong Kong Federation of Youth Groups and the Hong Kong Red Cross, in order to tackle key social issues to deliver maximum value for the good of our local communities, and hence to support the sustainable growth of our city.

Derek Yung, Chief Executive Officer of Prudential Hong Kong Limited



PRUDENTIAL HONG KONG LIMITED

Outstanding Corporate Social Responsibility Award



AIA INTERNATIONAL LIMITED

Outstanding Integrated Marketing Strategies Award – Corporate

When AIA Hong Kong celebrated its 85th anniversary last year, it presented the 'AIA Vitality Weekly Challenge', with a goal of offering 850,000 cups of beverages worth HK\$21 million to customers. To claim their rewards, customers were encouraged to take up a more active lifestyle over a 12-week campaign.

By making the best use of multiple channels, including traditional and digital media advertising platforms, online and offline promotions, as well as internal and external engagement, 'AIA Vitality Weekly Challenge' became an overnight sensation and was one of the most talk-about marketing campaigns in and beyond the insurance industry.

Peter Crewe, Chief Executive Officer of AIA Hong Kong and Macau





Outstanding Integrated Marketing Strategies Award – Product/Service

First launched in 2015, ManulifeMOVE aims to encourage people to live healthier by staying as physically active as possible. ManulifeMOVE customers can earn premium discounts up to 10 per cent on eligible critical illness or medical insurance plans, simply by syncing activity data with the MOVE app to achieve a healthy number daily steps each day.

Manulife is the first insurer in Asia to integrate with smartwatch brand Apple Watch. Our 2017 campaign was designed to connect with target customers on a stronger emotional level by leveraging the many health and fitness capabilities of the Apple Watch. The additional personalised and fun features help us motivate more people to live actively and stay connected. This

unique collaboration brings a more interactive, social and rewarding experience to our customers, and helps to differentiate Manulife in the competitive market.

Thanks to the MOVE campaign, Manulife has achieved a tangible increase in brand awareness among key segments of the Hong Kong public. We have successfully expanded our target segment from Gen Ys (aged 26-35) to GEN Xs (aged 36-45) who are comparatively affluent, health conscious and are keen to pursue a quality lifestyle. The result so far is encouraging, with 71 per cent of our customers achieving 5,000 or more average daily steps.

Isabella Lau, Chief Customer Officer, Manulife Hong Kong



The New Media Strategies formed a crucial part of the 'AIA Vitality Weekly Challenge' held last year in celebration of the company's 85th anniversary in Hong Kong. Not only did the strategies feature an array of social media platforms and a celebrated mini-site, AIA Hong Kong's marketing efforts also included a mini-film starred by celebrities, resulting in a strong social media following.

On top of these, the AIA Vitality Weekly Challenge App made the 12-week challenge as measurable as it was environmentally-friendly. The New Media Strategies further demonstrated the company's brand promise as 'The Real Life Company', and the promotional campaign effectively reached the company's target customers.

Peter Crewe, Chief Executive Officer of AIA Hong Kong and Macau



AIA INTERNATIONAL LIMITED

Outstanding New Media Marketing Strategies Award



FWD LIFE INSURANCE COMPANY (BERMUDA) LIMITED

Outstanding Online Platform Award



We believe that a cutting-edge online platform cannot be one that simply transforms the traditional material from offline to online. As such, iFWD online platform was designed at the very beginning to connect our customers in real-time through advanced technology, relevant content and innovative marketing



FWD 富衛 | Tap & Go

strategies. Through the online platform, our customers can manage insurance in a much easier way.

The online platform offers a great deal of benefits to customers. Our latest Instant Withdrawal Service transforms the traditional withdrawal process from a manual and paper-driven process to a simple and user-friendly digital experience. Through the convenient iFWD online platform, our customers can now withdraw cash directly from their selected insurance policies to their own Tap & Go accounts. With only a few clicks, they can literally enjoy the exceptional mobile payment experience anytime and anywhere in the world.

Adrian Leung, Head of Business Development, FWD Life Insurance Company (Bermuda) Limited

Swiss Re Corporate Solutions, the commercial insurance arm of the Swiss Re Group, commenced operation in Asia Pacific in 2010. In Hong Kong the local team has been offering a broad range of commercial insurance products to large and mid-sized corporate clients since opening our office in 2016.

With the understanding that the traditional insurance market does not always meet corporate needs due to the need to deal with unique risks, we use our risk capital to create smart, creative solutions to the most challenging risks in the world. We have also set up our Innovative Risk Solutions team in all the regions where we operate.

Our new product Insur8 is the first-ever typhoon warning insurance solution for businesses operating in Hong Kong. This new solution indemnifies local businesses against loss of earnings and additional operating costs stemming from a typhoon warning Signal 8 or above. It is applicable for all industries and corporations of all sizes which operate in Hong Kong. And since

this product was launched earlier this year, it has proved of interest to a wide range of industries, including construction, logistics, F&B, real estate, and financial services.

Dylan Bryant, Head of North Asia, Swiss Re Corporate Solutions



Insur8 SWISS RE INTERNATIONAL SE

Most Innovative Product/Service Award



Most Innovative Product/Service Award – Health Specialty

Health and wellbeing have become major concerns of people, according to HSBC The Power of Protection survey 2016. In the survey, 73 per cent of respondents think their family's health and wellbeing are the most important things to them for the future. Yet, 42 per cent are financially unprepared to meet their future health concerns.

ONEdna was introduced in April 2017 to empower HSBC customers to take predictive, proactive, and preventative actions in managing their health and wellbeing. Not only does first-in-market ONEdna offer cancer screening, it also provides the most comprehensive genetic

testing service in the Hong Kong insurance market, covering most DNA categories tested.

ONEdna cancer screen analyses 35 genes to help customers understand their risks for the eight most common hereditary cancers. HSBC is proud to embed ONEdna as a complimentary feature in its six designated protection plans at no extra charge, because we truly understand that without good health, our customers are not able to fulfil their hopes, dreams, and realise their ambitions.

Edward Moncreiffe, CEO, HSBC Insurance (Asia) Limited





FWD GENERAL INSURANCE COMPANY LIMITED

Outstanding InsurTech Innovation Award

Driving with good manners promotes road safety. FWD actively encourages users to drive consciously and safely by offering cash rebates for the motor insurance premium paid; and this is on top of the industry-wide No Claim Discount (NCD). Our FWD Drivamatics NCD Protector is the first of its kind in the market, allowing policyholders to make claims without lowering the NCD level, as a recognition for their safe driving.

FWD Drivamatics evaluates driving manners by utilising motion sensors and GPS technology on smart phones. A driving score will be given to the driver after each trip. Any unsafe action such

as speeding, making sharp turns, hard braking, etc. will lead to a deduction of scores. The big data collected helps formulate and optimise the pricing strategy for our motor insurance products in the long run.

It is encouraging to see marked improvement in driving manners among customers who keep using our app for six months in a row. With the driving scores raised by 5.3 points in average, it proves that Drivamatics really works to improve road safety.

Paul Tse, Chief Marketing Officer, FWD Hong Kong & Macau



RGA is the only reinsurer in Asia specialising exclusively in life and health-related reinsurance solutions, which we deliver through a strong focus on our clients.

Our dedicated team of experts in actuarial, underwriting, risk management, medical sciences and marketing provide the foundation for our growth and success. Understanding the power of fresh thinking and innovative ideas, we work closely with every client and share global insights and expertise in order to offer better and more effective solutions. Our fundamental goal is to provide security and improve people's lives.

RGA believes insurance solutions are an integral part of a person's life journey, and we are constantly looking for ways to make life insurance to become more inclusive, innovative, relevant, and exciting. By expanding coverage to more customers, who may have been denied based on health status, age, or past claims history under previous plans, we are changing lives, improving societies, and elevating the perception of insurance.



We remain committed to meeting the needs of clients by innovating through customer focus, technical excellence, and collaboration, and will keep working to earn our clients' trust and partnership going forward.

Carmony Wong, Head of Hong Kong & High Net Worth, RGA Reinsurance Company

RGA
RGA REINSURANCE COMPANY

Outstanding Reinsurance Scheme Award



Ms Elaine Chan
ZURICH INSURANCE (HONG KONG)

Outstanding Professional of the Year – Corporate

Before I started my career in the insurance industry, I was a registered nurse. When I was a nurse, I felt great empathy for people suffering from terminal illness and tried within my power to provide the best protection for my patients. That was one of the reasons why I spearheaded the first cancer insurance policy for individuals in Hong Kong. The pioneering plan eased the financial, physical and emotional burden of a patient and family members by providing comprehensive coverage within different stages of the lengthy recovery journey.

Thanks to my medical background, I understand the importance of medical insurance and how intelligent protection is sustainable in helping others. Although I've now been working in the industry's healthcare and medical

insurance sectors for over 25 years, I still feel there is a need for better insurance products to cover different segments of the market.

Keeping up with the city's rapidly rising costs of healthcare is challenging. The fact that there is still tremendous potential to improve various healthcare benefits has kept me in this field for over a quarter-century.



Elaine Chan, Chief Health Officer, Zurich Insurance (Hong Kong)



I've been in the insurance industry for 26 years, and the motto "Vos Parate Ut Serviatis" (Prepare Yourself that You May Serve), has been guiding me throughout this time. If the motto gives me the drive to do well in the career I choose, the comprehensive on-the-job training programmes and activities offered by Prudential Hong Kong have also played a significant role to equip me as a professional agent.

It is my honour to be recognised as a member of the MDRT (Million Dollar Round Table) — an internationally recognised association of the world's leading life insurance and financial services professionals, for 24 times over the past 26 years. MDRT advocates whole person concept, finding balance with work, life and success. It constantly pushes me to challenge myself to improve and contribute.

Pushing one's own fitness limits can benefit all aspects of our lives. As a mentor in the company's "RUN to MDRT" programme, I had to run 10 km with my team members. I felt extremely proud

the first time I was able to finish the run. My next goal is to be a Regional Director, where I wish to inspire more young people to join the insurance industry. As shown by my own personal experience, this career is a great way for people to achieve both financial freedom and work-life balance.

Kinson Ng, Prudential Hong Kong Limited



PRUDENTIAL
英國保誠

Mr Kinson Ng
PRUDENTIAL HONG KONG LIMITED

Outstanding Agent of the Year



Mr Steven Wang
AIA INTERNATIONAL LIMITED

Outstanding Young Professional of the Year – Intermediary



Before I joined AIA, I had limited knowledge about insurance and financial planning. However, the AIA Premier Academy soon equipped me with the fundamental knowledge, including detailed product information and sales skills, and the Academy also trained me to provide excellent service to our customers. I also learnt a lot from senior leaders in the company who shared their advice with me. Their experience helped me build greater confidence, and they inspired me to believe that I can be as successful in my career as they are in theirs.

My team has shown healthy growth, and being a leader is challenging, but it also pushes me to develop. For me, it is important to hire someone who is determined to take the challenge in the insurance industry at the very beginning.



Careful selection in recruitment process is the key to build a successful agency team.

Steven Wang, AIA International Limited