

THIS WEEK IN ASIA

NOVEMBER 10, 2019



The Hong Kong
**INSURANCE
AWARDS 2019**

The Hong Kong Insurance Awards 2019

The Hong Kong Insurance Awards presentation ceremony cum gala dinner 2019, organised by the Hong Kong Federation of Insurers (HKFI) in partnership with the South China Morning Post (SCMP), was held at the InterContinental Hong Kong on October 24. The awards recognise outstanding achievements by companies and professionals across the insurance industry.



"The insurance industry is in unity but is full of competitions at the same time... We are delighted to see many of our good friends from insurance and related fields gathered this evening to celebrate the accomplishments of the insurance industry," said Praveen Daswani, chairman of the HKFI, in his opening address.

"After many years of hard work, we are proud to say that the Hong Kong Insurance Awards have become the most prestigious mark of recognition within the industry in Hong Kong. The awards are highly sought-after as is evidenced by some 120 quality entries competing for 17 award categories. Compared to the 70 entries we received for the 12 categories in 2014, we can see that this brand continues to grow in momentum and recognition."

Following the transition of the Self-regulatory Organization (SRO) functions of HKFI to the Insurance Authority this year, the industry is spearheading into a new era, he added. Despite the many challenges ahead, it is of paramount importance for the industry to maintain the highest level of integrity and professionalism at all times.

To maintain transparency and fairness, the HKFI engaged close to 40 professionals from within and related fields to participate in the judging panel this year to carry out the selection process. The judges had tirelessly gone through the applications and shortlisted three finalists for each award category.

"The Hong Kong Insurance Awards have become a hallmark event of the industry. With the dedication and high standards we are seeing in this contest, the insurance industry is well placed for whatever challenges may come as we move forward," Daswani told the audience.

Elsie Cheung, chief operating officer of the SCMP, said: "The wide variety of insurance services and products nearly touch the life of every individual. For the South China Morning Post, this is the third year we have partnered with the HKFI to organise this awards presentation ceremony and we are delighted to see that this event is going from strength to strength."

She added two new award categories had been introduced this

year to reflect the changes within the industry and beyond. The Outstanding Equal Opportunities Award recognises companies' efforts in creating a welcoming work environment that embraces diversity and dispels stereotypes. The Equal Opportunities Commission was engaged to support the judging process.

Endorsed by Cyberport, the Excellence in Digital Transformation Award recognises the companies that make the best use of innovative practices and latest technologies, covering mobile applications, online platforms, AI and other tech-enabled tools, to enhance efficiency, better engage customers, and improve service quality, etc.

"On a final note, I would like to thank the HKFI for inviting the SCMP to be its partner in organising these awards."

Organiser



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

Co-organiser



South China Morning Post



Outstanding Claims Management – General Insurance

Staffed by passionate registered nurses possessing proven clinical experience in handling complex medical situations, Cigna Hong Kong's in-house Health, Wellness and Clinical Services Team (Care Manager Team) provides reliable, professional advice on treatment and patient care. For our clients, especially those in critical condition, they are like their "guardian angels". Not only do they give our clients professional advice, their emotional support is vital in a patient feeling cared for before treatment and throughout the recovery journey.

The health insurance market dynamics have undergone a lot of changes in recent years. Despite the emergence of more new players and intense competitions, we look at these things as opportunities rather than challenges. People nowadays look for medical insurance professionals who they can count on for all-round healthcare solutions. At Cigna, we understand our customer needs. Thus, we can give them the best advice about the scope of protection they need at different stages of their life.

Yuman Chan, CEO and Country Manager, Cigna Hong Kong

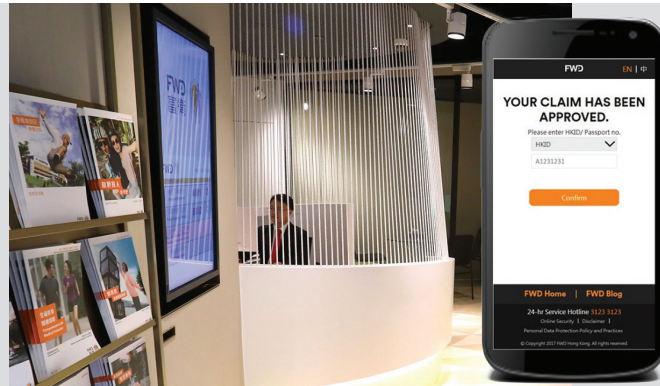


We understand that claims experience plays a key role in building long-standing relationships with customers. Every touchpoint in the claims journey needs to be supported by both technological advancements and human touches.

On the technology front, FWD eServices app gives our clients easy access to all their insurance policies and allows them to submit claims with just a few clicks and then receive claims payouts at a 7-Eleven store. On the service front, we are the first insurer to have a team of professionally trained and assessed Noble Agents authorised to pre-approve claims applications.

Besides, our Claims Ambassador acts as a case manager to support both the agent and the customer in the entire claims journey especially when it comes to complex claims handling and major event monitoring. They help follow-up on the entire claims process until the client receives the claims payouts. These are all unique and privileged services we bring to our valued customers.

Michael Lee, Head of Life Operations, FWD Hong Kong



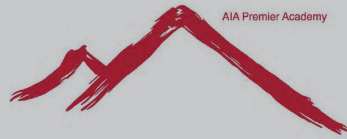
Outstanding Claims Management – Life Insurance



HEALTHIER, LONGER, BETTER LIVES

AIA HONG KONG & MACAU

Outstanding Training & Development Award



AIA has always been committed to nurturing talents, recognising that young professionals will drive the next wave of innovation and development in the Hong Kong insurance industry. In 2011, we established the AIA Premier Agents Development Programme to develop the next generation of premier financial planners, putting them on the path to long-term success as customers' "Partner for Life".

The Programme has also received several prestigious awards. To ensure excellent customer experience, our premier agents have all-round backend support, provided by around 100 customer service advisors. Additionally, our brand new "Catalyst" digital learning platform empowers all service staff with a wide spectrum of materials to gain new knowledge, anytime, anywhere.

Going forward, we will continue to expand our "Habit Learning" efforts and enhance our AIA Premier Agents Development Programme to deliver our brand promise to help people live Healthier, Longer, Better Lives.

At AIA, we have established a three-level service model, including self-help, non-face-to-face and face-to-face services, to cater to customer needs while providing customer-centric, consistent and easy-to-access service throughout the policy lifecycle. Customer-centricity is a commitment that we put first in our day-to-day work. To ensure the highest level of customer service delivered with a sense of professionalism and trust, we have set up a Frontline Training School to train new and existing staff with focus on case studies and best practice sharing. We encourage service staff to understand customers' genuine needs and deliver solutions that work instead of just offering answers.

Strong insurance knowledge is the foundation of service excellence. Therefore, we have built a digital training platform called "Catalyst" to empower all staff members with the necessary information, skills and tools to achieve excellence. Our Service Audit and Control Team constantly conducts customer service audit to review and evaluate services delivered, assess customer satisfaction and identify room for improvement.



HEALTHIER, LONGER, BETTER LIVES

AIA HONG KONG & MACAU

Outstanding Customer Services Award



Outstanding Equal Opportunity Employers Award

At Manulife Hong Kong, we embrace equal opportunities by providing our employees with a fair playing field without regard to gender identity, age, family status, sexual orientation, disability or ethnic origin. We are committed to creating a workplace that offers unlimited opportunities for employees to work on their career goals.

Manulife's anti-discrimination and anti-harassment policies remain the cornerstone of an equal opportunities workplace. Our priority is to provide a friendly, engaging work environment that allows employees to be productive and effective in their roles. For example, we have created different Employee Resource Groups (ERGs), such as Global Women's Alliance, Male Allies, Professionals Reaching Out for Unity and Diversity (PROUD), and People Councils to promote diversity and inclusiveness. Regarding employee education, we regularly invite different organizations (i.e Equal Opportunities Commission) to give talks to our employees. Manulife Hong Kong cares about all walks of life and always strives to build a family-friendly work environment. In recent years, the company has upgraded the maternity and paternity leave entitlement, and introduced adoption leave. Besides, the company has extended the spouse eligibility to domestic partners on group medical and spouse life insurance.

Selina Ko, Chief HR Officer, Manulife Hong Kong & Head of Employee Relations Asia



At AXA, we are committed to empowering people to live better lives. With this purpose in mind, AXA Hong Kong and Macau has established the AXA Foundation to organise a variety of health and wellbeing programmes for all walks of life. For example, we have supported the "AXA x Liverpool Young Football Talent Programme 2019" and "AXA - YMCA Walking Football 2018-2020".

Apart from physical health, AXA is equally concerned about the mental wellbeing of Hong Kong people. That's why we have collaborated with the Chinese University of Hong Kong and Oxford VR to introduce first-in-Asia, virtual reality technology-based therapy to provide a new mental health solution for addressing social avoidance and later work stress as well. We have also partnered with St. James' Settlement to organise an interactive mental wellbeing programme, "AXA Light Up Your Mind", for primary school students.

In 2019 to date, our CSR programmes have reached and benefitted over 20,000 people in the local community, and our colleagues have contributed more than 2,400 volunteering hours to put their hearts into action. Going forward, we will continue to build on our CSR footprint to support our community and to empower people to live a better life.

Andrea Wong, Chief Marketing and Customer Officer, AXA Hong Kong and Macau



Outstanding CSR award

CELEBRATING
100
YEARSHEALTHIER. LONGER.
BETTER LIVES

AIA HONG KONG & MACAU

Outstanding Integrated Marketing Strategies Award

AIA is committed to be customer-centric to help people live Healthier, Longer, Better Lives. As part of this commitment, last year we launched the Tax-Incentive Campaign, the first of its kind in the industry, to educate the public on tax-saving ideas. To create a “WOW” effect to the market, we launched the unbeatable “Lowest-Price-In-Town Guarantee” offer on April 1, with commercials starring renowned actress DoDo Cheng and FAMA, a local rap and hip-hop music group. To help the public make informal decisions, on effective digital content strategy explained the new tax incentive schemes in plain words.

These initiatives were supported by a multi-channel integrated marketing plan that ranged from traditional media channels to social media and other digital channels. Going digital is clearly the trend and it has always been an integral part of AIA's marketing strategy since 2015.



As a caring insurer, Blue strives to redefine customer engagement by introducing out-of-the-box, culturally relevant campaigns. We adopt an omni-channel digital marketing strategy for product launches, covering search, display, social engagement and affiliate partnership – all aimed at enhancing brand awareness and customer engagement.

One of our innovative campaigns was “Blue Guru” – Hong Kong's first AI chatbot game. Participants could interact with a chatbot built on an advanced AI technology to generate personalised answers around different lifestyle topics. Participants were then awarded with incentives such as a seven-day free trial on Tencent's music streaming platform JOOX upon registration of their email addresses. We have also launched a karaoke competition using JOOX as a platform to promote the brand. The most “liked” and best rated participants were entitled to a limited offer of a HK\$1 first year premium for HK\$1,000,000 coverage of the WeCare Term Life Protection Plan 1. Through these engaging, immersive campaigns, we can engage with our customers in innovative ways.

Charles Hung, CEO and Executive Director, Blue



blue[®]
Powered by **AVIVA**
BLUE

Outstanding Digital Marketing Campaigns Award

bowtie
BOWTIE LIFE INSURANCE
COMPANY LIMITED

Excellence in Digital Transformation Award



We hope that digitisation brings increased transparency and trust for the insurance industry. We also expect processes to be more efficient, therefore lowering costs. Digitisation will also bring about the redesign of some processes, so we expect processes to be more customer-centric and more convenient for the end users. The distribution of insurance and information about insurance will become more widely available online – at least two new virtual insurers have been authorised by the Insurance Authority (IA) together with eight new virtual banks. These “new breed” financial institutions will likely drive up consumer expectations for the end-to-end digitisation of all customer touch-points, not just with the purchase process but also underwriting, claims and other policy services. Trust and recognition of new insurers is always a challenge – initiatives like the Insurance Awards from the HKFI and SCMP are one great step for helping draw awareness and recognition for new initiatives like Bowtie.

Michael Chan, Co-Founder and Co-CEO, Bowtie Life Insurance Company Limited



Bupa is the first health insurer in Hong Kong to offer a holistic workplace health solution to corporate clients to supplement their existing health insurance plans. The Workplace Health Programme enables employers to empower their employees to better manage their health and well-being by providing a risk based framework with different initiatives to develop a healthier body, mind and spirit. The programme is supported by our healthcare provision arm, Quality HealthCare, and a network of health professionals offering innovative services.

To enhance our proposition, we are now developing a digital health and well-being platform to improve our customers' healthcare management experience and to promote holistic wellness. Investing in the health and well-being of employees has the potential to positively change lives, and substantially improve employee engagement and performance, which of course translates directly into bottom line results.

Angus Slater, Managing Director, Bupa in Hong Kong



Bupa

Most Innovative Product/Service - General Insurance Award

FWD
富衛
FWD HONG KONG

Most Innovative Product/ Service – Life Insurance (Health) Award

FWD is committed to disrupting Hong Kong's health protection market and providing comprehensive protection. The Mind+Critical Illness Protection Plan (“Mind+”) covers both critical and mental illnesses and offers a series of professional referral and family support services, giving consumers an all-round, comprehensive and enhanced protection. MINDcierge provides an Emotional Wellness Management and Child Development Referral Service Programme for the care of adults and children, from prevention to recovery. The “Genie” mobile app provides DNA health assessment on nutrients, diet and fitness, and drug response. The Child Talent Gene Test helps facilitate parental communication and boost the potential of children.

Based on the common mental illnesses that adults and children may suffer from, we believe the market potential of insurance products that provide total health solution will undoubtedly grow in the long run. In view of this, FWD plans to enhance its mental illness coverage to other CI products and replicate Mind+ to different FWD countries.

Paul Tse, Chief Marketing Officer, FWD Hong Kong



Blue believes simplicity, flexibility and value are what customers look for in insurance solutions. We have launched the “WeCare Protection Series” to address their underlying needs. “WeCare Term Life” provides flexible options in order for the customer to change the protection period and amount at no charge, with unused premium refunded. “WeCare Critical Illness” covers Hong Kong's three leading illnesses — cancer, stroke and heart attack — alongside complimentary coverage for children. “WeCare Personal Accident” offers protection against 15 infectious diseases.

Through the “WeCare Protection Series” we strive to transform complex insurance products into a transparent, convenient and simple customer experience. It all adds up to a game-changing proposition — an easy-to-use, anytime-anywhere digital life insurance journey.

Our 24/7 online platform enables customers to complete their life insurance application with ease and everything done in minutes. Customers can also manage their policies via the customer portal at their convenience. With the innovative propositions and experience, Blue empowers customers to take charge of their own protection solutions with ease.

Charles Hung, CEO and Executive Director, Blue



blue[®]
Powered by **AVIVA**
BLUE

Most Innovative Product/ Service – Life Insurance (Wealth) Award

Sponsored Feature

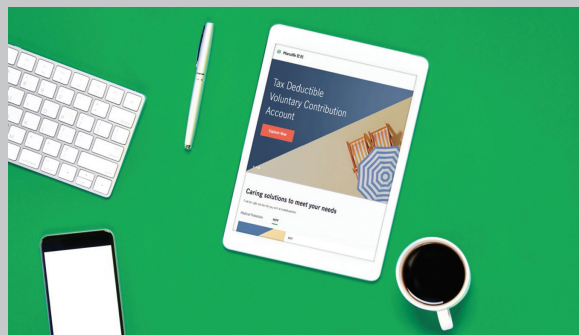
As a leader in employee benefits, Manulife is dedicated to providing superior group life and health (GLH), as well as MPF products to Hongkongers. At the same time, Manulife strives to provide convenience to customers through various forward-thinking digital services and support.

On the GLH front, Manulife has a number of plans in place that cater to the diversified medical protection needs of companies of different sizes. On the MPF front, Manulife's MPF scheme has the most investment options* in the MPF market. As a result, whatever the market conditions, customers can easily customise their MPF investment portfolio through a wide range of investment options.

Service-wise, Manulife renders a 3-in-1 web-based platform for GLH customers to make claims, download medical card and search network doctors a lot easier while e-tools are offered to MPF customers to set up and manage MPF accounts anytime, anywhere.

Raymond Ng, Vice President and Head of Employee Benefits, Manulife Hong Kong

*Source: Mandatory Provident Fund Scheme Authority's MPF Fund Platform as of September 30, 2019, in terms of the number of constituent funds of MPF schemes available.



Manulife 宏利

**Outstanding MPF/
Employee Benefits
Product/Service Award**



**Outstanding Reinsurance
Scheme – General
Insurance Award**

Commitment to professionalism, sound market knowledge and strong client relationships are keys to our success in the Asian market. When a reinsurance scheme is formulated to cater to a specific need of a client, the design process begins with identifying the goals of the client wants to achieve through the scheme. As we progress, it is important that we understand the market and the demand of the client thoroughly.

As pursuing the goals may lead us into uncharted territories, we work closely with the client to estimate feasibility and work out how reinsurance can play a leading role in the process. Flexibility, being responsive to clients and teamwork are equally vital to the implementation of tailor-made reinsurance solutions. Moreover, a transparent and coherent approach is crucial to achieve the expected results.

Polly Ho, General Manager, Taiping Reinsurance



When it comes to what contributes to the successful implementation of reinsurance programmes, it boils down to trust. We are committed to forging a long-lasting, win-win partnership with our insurer partners. As technology advances at an incredible pace, consumer dynamics and protection need evolve constantly. Extending clients' risk capacity is no longer enough for life reinsurers. That being said, risks breed opportunities. The risk universe is expanding increasingly rapidly. The sphere of insurable risks is increasing while the sphere of uninsurable risks is narrowing, resulting in a positive shift of the insurability frontier.

The reinsurance industry benefits from the ongoing technological and financial revolution, which includes alternative capital as well as data-driven technology such as big data, AI, automation, and so on. Leveraging on these new technologies, we are able to develop new insurance products to meet the specific needs of our clients as well as the end consumers.

Ken Cheung, Head of Hong Kong and Taiwan, SCOR Global Life



SCOR
The Art & Science of Risk
SCOR

**Outstanding Reinsurance
Scheme – Life Insurance Award**

CELEBRATING
100
YEARS



HEALTHIER, LONGER,
BETTER LIVES

**SOLOMON YUNG SZE-HON,
DISTRICT MANAGER,
AIA HONG KONG & MACAU**

**Outstanding Young
Professional of the Year
– Intermediary Award**

I joined AIA in 2012 and achieved my Million Dollar Round Table (MDRT) membership just four months after I embarked on my insurance career. Since then, I have achieved the MDRT status for seven times, including three Top of Table (TOTs) and two Court of the Table (COTs). I am honoured to have won the "Agent of the Year" recognition from my company in 2013 and 2014; and I was awarded the 46th Outstanding Young Salesman Award by the Hong Kong Management Association. In 2017, I was presented with the China Young Insurance Elite Award by the China Insurance Managers Association, as well as the International Management Award (Silver) and the Frontline Leader Award (Platinum) by GAMAHK in 2018, and IMA (Platinum) in 2019. I have been an Active Club Member since joining AIA. During the past 85 months, I have achieved an average of five life cases per month.

As a Christian myself, I believe that young people have to gain strength, courage and confidence through every life experience, and to achieve success by being disciplined, persistent and keeping a good attitude. To me, insurance as a profession means harnessing the power of risk management. It is a form of love, to be there when people need you the most. "Don't sell life insurance. Sell what life insurance can do." This quote by Ben Feldman is very important to me since it emphasises the importance of selling insurance benefits, rather than selling insurance products.



I am deeply grateful to have been granted the privilege to lead my team for my region into the 15th consecutive year. I was the first Life Member of the Million Dollar Round Table (MDRT) for FWD and have been so for ten years. It is my honour that the company has declared every April 11 as "Maggie Lee's Day" to recognise my achievement. Since the Life Underwriters Association (LUA) established the Quality Advisor Award (QAA), I was presented with the award every year. I was even awarded Life Qualifier this year after ten years of achievement. I have also been presented the Rainbow Award from the Quality Manager Award (QMA) for nine years.

On the external front, I am honoured to have represented my company to attend overseas meetings over the past 30 years. In May this year, for example, I was a speaker at the Asia-Pacific Life Insurance Congress (APLIC) before an audience of tens of thousands. Successful agents act on their goals and beliefs, eager to overcome difficulties, and never give up. To be a good influence on others, I am always pleased and willing to share my experiences and tips with my colleagues, the industry and fellow agents abroad.

As well as a key leader of FWD Hong Kong's tied agency force, I have been serving the industry and community in a variety of roles, including as former President of the General Agents and Managers Association of Hong Kong (GAMAHK) and President of the Life Underwriters Association of Hong Kong (LUAHK) to promote the development of the insurance industry.



FWD
富衛

**MAGGIE LEE,
REGIONAL DIRECTOR,
FWD HONG KONG**

**Outstanding Agent
of the Year Award**