

## Personal Lines Insurer of the Year



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David Tan See Dip

The introduction of initiatives to help not just its own customers but all Malaysians during the Covid-19 pandemic made AmGeneral Insurance stand out from the crowd.

From providing vehicle sanitation at its panel workshops, to offering interest-free loans to eligible agents, the personal lines insurer was quick to adapt to the challenging operating environment and introduce measures to support its customers and partners.

After Movement Control Orders (MCO) were put in place in Malaysia, it offered free assistance to all Malaysians who needed help getting stationary cars back on the road due to issues caused by a lack of use, such as a flat battery or flat tyre.

At the same time, AmGeneral set itself the goal of delivering an industry-leading claims service. It set up a dedicated claims assessment centre using capabilities developed in-house to fast-track claims assessment and approval, significantly reducing turnaround times.

During MCO, AmGeneral also enabled its motor insurance customers to lodge express claims by WhatsApp or email, while the AmGeneral Repair Progress Tracker ensured policyholders could see the status of workshop repairs on their vehicles.

For travel insurance customers, it provided ex-gratia coverage for travel cancellation and curtailment as a result of Covid-19, as well as offering a free 12-month extension to customers with annual Kurnia Travel Supreme policies.

In addition, the insurer extended complimentary Covid-19 coverage, with bereavement benefit to all its policyholders.

AmGeneral also launched several products with new value-added benefits during the year. These included enhanced motorcycle coverage aimed at the mass market, and a comprehensive insurance policy with flexible solutions for small and medium-sized enterprises, while it added sabotage and terrorism cover to its existing Fire365 product.

David Tan See Dip, chief executive of AmGeneral Insurance, said: “AmGeneral took a pro-active lead in Covid-19 measures and responses, and rolled out many initiatives to support our customers, partners, and all Malaysians at large as we continue to address concerns in response to the changing landscape of the industry.”

The insurer also improved its risk management culture during the past year by increasing emphasis in managing risks, including greater cybersecurity awareness, enhanced product offerings and effective business continuity management.

AmGeneral’s strategy was successful with an annual gross written premium of US\$374 million and profit after tax of US\$59 million in FYE March 2021.