



## Commercial Lines Insurer of the Year



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Axel Roesner

**G**enerali Global Corporate & Commercial's ability to generate record double-digit profitable growth despite the challenging insurance environment, caught the attention of the judges.

The Generali Group unit, which aims to meet the needs of medium and large businesses by providing flexible, custom tailored insurance solutions in property and casualty, has pursued a consistent underwriting strategy during the past three years, well adapting to market turbulence and working closely with clients and brokers to ensure it meets their needs.

It has placed a particular emphasis on enhancing its services to deliver a smoother and seamless customer experience, including digitising its policy issuance and claims handling processes.

For the latter initiative, Generali GC&C has implemented robotic process automation solutions to automate the data capturing process for handling claims. The solution ends the need for every step, from claims registration to payment issuance to claims closing, to be done manually, increasing speed and efficiency.

The insurer has developed an internal search engine with algorithm calculation technology to help claims handlers quickly identify policies' suitability for claims registration. The time freed up through automating the claims process has enabled the claims' team to spend more time on other tasks, such as claims assessment, and other services which provide value to clients.

Generali GC&C has also implemented a number of technical initiatives to ensure solid portfolio management and the correct use of monitoring systems to manage its exposures and profitability metrics.

Meanwhile, the insurer has continued to strengthen its presence in key markets through the acquisition of AXA's operations in Malaysia, and increasing its majority stakes in its Indian joint venture companies – making it the first global insurer to have a majority shareholding and management control in the Indian market.

It has reinforced its partnerships with local partners in various markets across Asia, leveraging the position of its regional hub in Hong Kong. Alongside growing its business, Generali GC&C continued to place a strong emphasis on taking care of its people. During the year, it put increased investment into developing existing staff's technical and leadership skills, as well as attracting talents from across the market, with a strong focus on diversity and inclusion.

Axel Roesner, Head of Generali GC&C Asia, said: "Our clients and people are at the core of our strategy and value proposition. We constantly look to provide greater value to our clients and brokers through enhanced customer experience, relationship-based advisory and services. We continue to invest into both growth and talent, as our people are our most important asset."