

Commercial Lines Insurer of the Year



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Liam Burrell, CEO Singapore & Head of Commercial Insurance, Asia, Zurich

The breadth and depth of Zurich’s offerings, its regional presence and global expertise, combined with its innovative digital solutions have earned the insurer the Commercial Lines Insurer of the Year award.

Zurich serves the global corporate, large corporate, middle market, specialties and global programs sectors in more than 200 countries and territories.

With a global workforce and partner network, it offers insurance protection and access to risk management and mitigation services (Zurich Resilience Solutions) – with a focus on helping customers understand, manage and minimise risks.

“Zurich’s specialist expertise across commercial lines and engineering & resilience-based services, coupled with our global reach and steadfast focus on the customer, set us apart. We seek to drive continuous improvement through innovation for the benefit of our customers, their brokers and the wider communities, and empower our colleagues to deliver on this across Asia,” said Liam Burrell, CEO of Singapore and Head of Commercial Insurance, Asia.

International Programs from Zurich (IPZ) is an integrated insurance solution that protects multinational companies wherever they operate. To enhance connectivity and transparency, Zurich has developed a one-stop-shop portal named MyZurich. This portal is accessible to both customers and brokers, allowing them to access a wide range of data, including policy issuance and claims payment status, as well as risk improvement actions. Additional features such as Global Program Systems (GPS) provide information on non-admitted insurance regulations, while the Zurich Risk Advisor allows for self-assessment of locations, offering insights and recommended practices. Application Program Interfaces (APIs) can also be developed upon request to connect MyZurich with other risk management systems, facilitating the exchange of insurance and risk engineering data.

Another notable achievement is the development of a digital solution for marine cargo insurance called Zurich Swift.

Zurich Swift was officially rolled out in Singapore in 2021 and new products such as Marine Cargo Open Cover are being added to the platform to expand its reach to additional customer segments.

Zurich Swift is available to partners such as brokers and agents to provide fast quotes and seamless binding experience. One of the partners is Surer, a cloud-based insurtech platform based in Singapore. Surer has been given access to the fully digital Zurich Swift platform, which enables Surer’s brokers and intermediary users to manage their clients’ marine cargo requirements more efficiently.

A global strategic collaboration with AP Moller-Maersk is another offering that has propagated digital innovation, customer experience, and partnership expansion. The partnership offers Maersk customers cargo insurance from the moment their goods are loaded to the point when they reach their destination.