

Digital Insurer of the Year



Sue Coulter

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AIA is harnessing the latest technology to improve the customer experience, increase efficiencies and reach under-insured segments of the population.

Through its Technology, Digital and Analytics (TDA) programme, the insurer has delivered more than 100 major projects that use AI and data analytics to enhance every aspect of its business, from recruitment and training, to underwriting and claims handling. It is making significant and targeted investments to introduce best-in-class tools and capabilities that drive higher productivity, improve risk management and increase customer loyalty.

AIA has automated its core processes, such as policy purchases, servicing and claims, with 67% of customer interactions across 18 markets now straight-through-processed, reducing the time it takes for customers to receive a response.

In the Philippines, the combination of digital application submissions and AI underwriting has led to end-to-end customer onboarding in just 20 minutes. In Singapore, 98% of claims are auto-assessed, with 60% requiring no human interaction, enabling them to be paid within 24 hours.

AIA's TDA journey has introduced external benchmarking across 40 of its customer journeys in eight markets, with the stated aim of being the leader in all 40 areas.

To change the way it engages with customers and non-customers, AIA has created a hyper-personalised lifestyle app, ALive, which was designed specifically for the young family segment. Since ALive's Thailand launch in February 2021, it has acquired 500,000 users, generated Thb81 million (US\$2.3 million) in annualised new premiums, and led to 500% growth in online-to-offline leads year-on-year.

To reach younger customers in Asia, AIA has created a platform that enables it to offer life and general insurance products through digital partners, such as Gojek, fintech company TouchNGo, and e-commerce firms Tiki and Shopee. The platform has gone live in four markets, and already has 379 million users across 20 partners, leading to 1.7 million digital leads and the sale of more than 483,000 digital policies.

To ensure access to talent, AIA has created TDA Centres of Excellence to provide tools and training to its staff. Meanwhile, its Cloud Academy, Agile Academy, Analytics Academy and Design Academy provide technical training in specific areas.

Sue Coulter, AIA's Head of Group Digital, said: “In 2020 we created our three-year corporate strategy - Ascend 200 – which was underpinned by a US\$1 billion investment in TDA. Since then, we have been systematically transforming AIA into a more customer-centric, world-class, digitally enabled insurer. So we are absolutely delighted to win this prestigious award which demonstrates the outcomes of TDA are now making a significant impact for our customers, agents and partners.”