

Life Insurer of the Year



“HSBC Life demonstrated market leadership through enhanced product innovation and exceptional customer service, whilst ensuring Life and Health insurance remains an essential part of a balanced financial portfolio for its domestic and international customers.”



Edward Moncreiffe, CEO, Hong Kong and Macau, HSBC Life

HSBBC Life’s dedication to meeting customers’ increasingly sophisticated health and wealth needs, as well as its relentless customer servicing efforts have won it the accolade of regional Life Insurer of the Year.

HSBC Life launched its market-first all-in-one holistic health and wellness proposition Well+, engaging customers digitally and encouraging them to adopt a healthier lifestyle by completing activities, levelling up and earning badges spanning physical, mental and financial well-being.

As well as providing a doctor search function and video consultation service on its award-winning HSBC Life Benefits+ app, HSBC Life introduced Care+ in 2023, a network of over 3,000 doctors and clinics in Hong Kong and Macau, to provide payment-free medical services to its policyholders.

With an investment of over US\$20 million to upgrade its technology and introduce new medical insurance services for customers, HSBC Life launched its in-app e-Claims capability to optimise overall customer experience with simplified processes and efficiency, reducing the time needed to pay out online medical claims from five days to only five minutes.

To cater for customers’ evolving insurance needs, HSBC Life continues to diversify its product range including a high-net-worth whole-of-life product, HSBC Ultra Wealth Goal Insurance Plan, its brand-new digital HSBC Swift Guard Critical Illness Plan, the market-first protection-linked plan, HSBC Wealth Select Protection Linked Plan, and a long-term endowment plan, HSBC Jubilee Wealth Insurance Plan.

In 2023, HSBC Life solidified its strong presence as one of the leading insurers in the Greater Bay Area (GBA) by opening its first standalone insurance planning centre in Macau, fully dedicated to providing comprehensive insurance planning services to customers in Macau and visitors from the wider GBA, who are looking for bespoke solutions to meet their medical, protection, education, retirement, wealth accumulation and legacy planning needs.

Edward Moncreiffe, CEO, Hong Kong and Macau, HSBC Life, said, “We are pleased to remain the number one life insurer in Hong Kong by market share for annualised new premiums and new business premiums as of Q3 2023, writing a Hong Kong market record of almost HK\$30 billion in new business premiums in the first nine months of the year. This shows the trust that Hong Kong people and international visitors place on HSBC Life to meet their wealth and health needs.”