

Personal Lines Insurer of the Year



“We delivered strong business growth in 2023, underpinned by a high customer satisfaction score and fully engaged staff. We made significant investments in technology to further improve our customers’ end-to-end digital experience and continued our commitment to ESG by embedding ESG components into our insurance product offerings.”



Pan Jinglong, Head of General Insurance, Singlife

Singlife is a provider of home, car and travel insurance, distinguishing itself through its customer service, product pricing, digital experience and prompt and easy claims processing.

Singlife has invested about S\$1.5 million in technology to revamp its personal lines quote-and-buy portal and ensure backend systems support customer needs.

Singlife’s expedited travel claims processing is straightforward – its claims officers are authorised to waive specific documentation requirements for minor claims. This has significantly reduced claims processing time, enhanced operational efficiency and generated substantial cost savings.

This has led to a streamlined process for small travel claims, which accounts for almost 25% of Singlife’s overall travel claims. As a result, we’ve managed to reduce our overall assessment time by 20%.

The company’s focus on enhancing the customer experience is evidenced by its 257% growth in claims-related relationship net promoter score scores between January and September 2023. This reflects Singlife’s commitment to promptly meet customer expectations and has resulted in cost savings associated with complaints and follow-ups.

Notable initiatives include visual insurance initiative, shifting to visual language for better comprehension, incorporating customer feedback into decision-making through its voice of customer programme and the Dovetail platform for knowledge and customer insights sharing. Its digital touchpoints and MySinglife portal further offer customers one-stop access to information and policy management.

This streamlined approach has positively impacted staff morale and engagement as negative customer feedback has reduced. Through its development sponsorship policy, it also provides upskilling opportunities aligned with its employees’ current and future roles.

As of August 2023, Singlife experienced a 90% year-on-year increase in the volume of travel insurance policies handled. The company’s new business volume growth has outpaced the industry rate by 600%.

The company is also a leader in sustainability, having launched innovative green insurance products for travel and motor in response to climate change.

Singlife was the first in the market to build in additional insurance cover for heavy rainfall, underwritten in partnership with Arbol. Singlife also launched its green logistics fleet insurance programme in collaboration with CO2X, encouraging carbon footprint tracking through blockchain technology. Additionally, Singlife enhanced its car insurance for electric vehicles (EVs), offering a 10% go-green discount and additional EV-specific services.

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