

## Life Insurer of the Year



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Sang Lee

**M**anulife Vietnam impressed the judges with its ability to create exceptional customer experiences through intuitive digital processes, showing how insurers can be more than just about financial protection.

Manulife Vietnam’s Customer Experience Transformation program saw the business further reorganise its operations around the customer experience. This helped them roll out a suite of digital solutions that focus on the simplification and automation of not only the customer, but also the adviser and employee experience.

The pandemic was a further opportunity for the insurer to accelerate its digital transformation and to set it apart from the competition.

The company’s innovative digital solutions such as ePOS, ePolicy, Digital Payments and eClaims helped its distribution teams and customers during this challenging period by focusing on continuity, speed, safety and convenience.

Sang Lee, CEO of Manulife Vietnam, said: “Through our ability to deliver exceptional customer experiences that are reinforced by intuitive digital processes, we’ve been able to limit disruptions to our business and stakeholders.”

Manulife Vietnam also continued to innovate in the distribution space, giving consumers a hassle-free way to purchase life and health insurance online. Through its Manulife Shop eCommerce site and partnership with Shopee, one of the largest eCommerce platforms in Vietnam, the company is further helping close the health protection gap through affordable online-only solutions.

Manulife Vietnam’s digital focus also helped its industry-leading net promoter score – which measures how likely customers are to recommend the company to others.

In addition, Manulife Vietnam also made it a priority to support pandemic relief efforts in the community through charitable donations and customer support programs.

A focus on staff training and building an internal environment that champions innovation and continuous learning gives the company a distinct competitive advantage.

These initiatives helped increase the customer base in 2020 by 20% to 1.2 million customers – and its number of advisers by 33% to 53,000 YOY.

Manulife Vietnam kept its position as the market leader in terms of new business premiums. Also, in 2020, total revenue reached US\$1.1 billion, up an impressive 43.4% YOY, while net premium revenue from insurance activities was 33.4% higher at US\$865.2 million.

As technology continues to revolutionise the customer experience, it is companies such as Manulife Vietnam that will continue to lead the way in meeting the evolving expectations of consumers.

Expect more from Manulife Vietnam as they further change the relationship and perception that customers have with their insurers.