

## General Insurer of the Year



Lei Yu, CEO for North Asia and Regional Head of Distribution, QBE Asia

**“We are proud to be recognised by Insurance Asia News as the General Insurer of the Year.**

**This award reflects our unwavering commitment to embedding a customer-centric approach in every aspect of our work. This means that our focus extends beyond just providing a service. It is about creating value, fostering loyalty, and building trust with our partners and customers.”**

**T**his year’s General Insurer of the Year award was presented to QBE Hong Kong, which earned the accolade by introducing new products, expanding its offerings across various lines of business, and bringing digital innovation to its distribution and claims processes.

One of QBE Hong Kong’s notable achievements in 2023 was the launch of a residential fire insurance plan. Exclusively distributed through a partnership with Manulife, the plan provides premiums based on a property’s reinstatement value - the cost of rebuilding or repairing the property to its original state in case of damage or loss due to a fire.

The product both fulfills homeowners’ financing requirements and affords them peace of mind by providing comprehensive coverage at cost-effective rates.

Other key drivers of QBE Hong Kong’s success in 2023 were its cross-border motor protection plan, the QBE Connect employee compensation claims model, and the launch of QBE Hong Kong’s first API for partners.

“This award reflects our unwavering commitment to embedding a customer-centric approach in every aspect of our work,” said Lei Yu, QBE Asia’s Hong Kong-based CEO for North Asia and Regional Head of Distribution.

“Our focus continues to extend beyond providing a service to creating value, fostering loyalty, and building trust with our partners and customers,” she added.

Doing so has enabled the company to better serve its customers by offering protection more conveniently through multiple channels. This commitment to customer satisfaction is evident in a variety of initiatives:

**QBE Connect.** A platform that helps employers and employees with compensation claims, enabling injured employees to receive the necessary support and expertise that will facilitate their return to work. This involves assisting employers in managing the complexities of employee compensation and providing a seamless and empathetic experience for all parties involved.

**TimeCare.** The first blockchain-powered, luxury watch insurance service in Hong Kong. TimeCare provides embedded insurance with the purchase of a timepiece. Leveraging state-of-the-art blockchain technology that retains a detailed record of ownership and authenticity, TimeCare is also able to enhance the security, transparency, and efficiency of the claim process.

**Cross-border motor protection.** A one-stop insurance package launched in partnership with China Pacific Insurance. The plan boasts seamless cross-border motor coverage and a hassle-free claims process for those travelling to Guangdong via the Hong Kong-Zhuhai-Macau Bridge.