

Underwriting Initiative of the Year



Christine Ng, Executive Director, Strategic Underwriting & Claims, Singlife

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As early insurtech adopters of digitised medical underwriting processes, Singlife has integrated data science to advance its underwriting model, thus pushing the limits of its assessment approach across life, health, and long-term care underwriting.

Its tech-enabled automated controls have transformed the underwriting process by consolidating pertinent risk data into a unified dashboard view, streamlining case prioritisation based on complexity.

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When it comes to the customer journey, reduced underwriting approval time allows clients to access coverage quickly and effortlessly. Reducing underwriters’ administrative burden improves employee experience as it enables them to focus on risk assessment and grow their technical skills to improve portfolio profitability.

Thus far, Singlife has processed over 2,000 insurance applications from repeat customers, achieving a 99% accuracy rate. A high accuracy rate ensures its premiums are maintained and that rates remain competitive.

The company’s underwriting solution seamlessly integrates with eMedEx, an award-winning third-party digital platform – introduced to cater to customers requiring medical examinations. The eMedEx platform seamlessly connects with Singlife’s partner clinics’ medical appointment systems through an advanced doctor-patient matching algorithm.

Customers can leverage this service to book medical appointments via SMS, with medical reports digitally transmitted to Singlife within minutes – reducing processing time from 30 to 10 days. Further enhancements include a 50% increase in clinic locations to match geographical demand, the increased availability of female doctors, weekend appointment slots, and access to a wider range of medical services.

Beyond customer-facing tools, Singlife has also built automated controls to prioritise cases and assign them based on complexity, directing each case to the most suitable, experienced underwriter. Doing so not only consolidates risk profiling into a single interface, but also simplifies data collection by eliminating gathering information from multiple sources. This has made underwriters’ decision-making more effective, saving almost 400 man-hours. Singlife’s underwriters can redirect their focus on professional development, complex cases, and provide better support to its distribution channels.

Singlife’s overall Relationship Net Promoter Score grew 83% from July 2022 to June 2023, when compared to FY2022 (January 2022 to December 2022). Similarly, its Customer Satisfaction score was at an 85% average for the first half of 2023. These positive results demonstrate how the improved claims process has successfully driven stronger customer satisfaction.