

## Insurtech Initiative of the Year



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**Sanjeev Kapur**  
Chief Marketing Officer, MetLife Asia

**M**etLife Asia winning this year’s Insurtech Initiative of the Year Award has been in the works since 2018, when it introduced its 360Health customer care initiative.

More specific to the present, however, is the firm’s introduction of One by MetLife – an integrated experience combining policy management with a comprehensive ecosystem of mental, physical, financial, and social health services. This all-in-one solution enables users to manage their policy needs while staying engaged with personalised health insights, telemedicine, and artificial intelligence (AI)-powered health predictions.

As for results, with an impressive 85% digital adoption rate and high net promoter score (NPS) figures across Asia, One by MetLife has continued to deliver superb customer experiences in terms of policy, health, and retirement management.

Indeed, since launching its first integrated app for Nepal in 2023, MetLife Asia now offers an integrated customer experience in five markets: Japan, Korea, China, Bangladesh, and Nepal. By combining high digital adoption of core services with engagement from 360Health and 360Future (retirement) services, the net result has been delivery of improved customer experiences.

As MetLife puts it: “Our success is built on three key pillars: scaling fast with reusable assets, partnering with the best, and leveraging data and AI-driven solutions.”

To that end, the firm has invested in creating reusable design and code assets for app and web developments across the region.

Doing so has reduced the time to market by over 70% in design and by more than 50% on front-end development. This has been done all while maintaining quality and meeting local regulatory and customer needs at a lower cost.

Additionally, MetLife Asia collaborates with top local health service providers and regional partners. These partners can deploy their services in multiple markets, enabling the firm to swiftly penetrate multiple markets.

MetLife is also able to measure customer experience effectiveness through analytics for all of its new developments. In Bangladesh, for example, the firm’s completion rate of customer registration journey jumped from 20% to 61% by addressing issues identified through data analysis.

The firm has also leveraged AI-powered solutions for policy and service recommendations, creating effective, personalised experiences.

Ultimately, the combination of health management, retirement planning and digital servicing has created a holistic user experience exemplifying MetLife’s high-touch, high-tech vision and customer-first ethos. Doing so has situated the firm to empower users to take an active role in managing their health and future, providing MetLife with a competitive edge in a crowded and competitive regional digital insurance market.