

Woman Leader of the Year Sue Coulter, AIA



Sue Coulter, Head of Group Digital and Analytics, AIA

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Sue Coulter, head of group digital at AIA in Hong Kong, is 2024's Woman Leader of the Year. Since taking on the role in February 2018, she was instrumental in transforming the insurance giant's customer-focused, digital-first business, and has redefined the experience for customers, agents and employees.

Sue has also initiated the deployment of several digital-led models and tools to ensure seamless, personalised and engaging interactions across all touchpoints.

Specifically, her focus on digital transformation has redefined AIA's approach to customer engagement. Doing so has set new organisation-wide benchmarks for personalised service, enabling the company to lead the way in delivering seamless, technology-driven solutions.

Foremost amongst Sue's achievements is the way she redefined customer engagement through the AIA+ SuperApp. Her leadership shaped the AIA+ SuperApp – integrating life, health, and wellness services into one cohesive platform.

Serving over 20 million users, the app empowers customers to proactively, yet effortlessly, manage their well-being through tailored features like bio-marker health scans.

Towards that end, Sue continues driving the development of engaging health, wellness and lifestyle features to nurture existing customers while attracting new ones. Her leadership has led to deeper engagement and higher conversion rates, positioning AIA as a leader in customer-centric digital innovation.

Another innovation under Sue's tenure has been strengthening the agency's recruitment via the rollout of new recruitment solutions across several markets which has revolutionised how AIA recruits top talent. Requiring an investment in technology, the Career Aptitude Test (CAT) and AI Interview solutions identifies higher-calibre candidates, providing data-driven insights to match them with tailored learning paths.

These solutions have led to a 59% rise in the number of new recruits and a sharp drop in attrition rates. The CAT has also boosted case counts by providing more focused training and development needs for agents. Sue's contribution to the rollout of these solutions has empowered AIA's agency teams to recruit, train and retain top talent, driving both performance and long-term success.

Sue was also pivotal in launching WISE, the new redesigned corporate website which was another example of AA's digital transformation. The platform was built to improve accessibility, providing users with simplified product details through new card designs and an embedded calculator. The site's SEO enhancements and dynamic content are tailored to drive lead generation.

WISE empowered 15 business units to develop localised, customer-centric websites by the end of 2023, a milestone in AIA's digital transformation.