



INSURANCE ASIA NEWS

AWARDS FOR EXCELLENCE 2025

Excellence in AI Adoption - Life Insurer



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**Sanjeev Kapur, CMO and Head of Product,
MetLife Asia**

MetLife Asia won the Excellence in AI Adoption by a Life Insurer award for scaling AI to solve real challenges for employees, agents, and customers. In 2025, the company arguably built one of Asia's most comprehensive life insurance AI portfolios, embedding over 40% of use cases into business-as-usual operations across the full customer journey.

AI now supports lead generation, distribution management, customer service, and ongoing engagement – driving more personalised, timely interactions that agents value and customers trust. This human-centred approach has contributed to measurable business impact.

Agent enablement is a key focus. AI role-play tools help frontline teams build confidence and capability, with strong adoption and positive testimonials across major Asian markets.

MetLife rapidly scaled personalised engagement use cases to Japan, South Korea, China, India, and Bangladesh, projecting more than 100,000 personalised engagements in 2025 alone.

All AI initiatives are guided by the MetLife AI Engine and responsible use of AI principles, ensuring safe, trusted, and repeatable innovation.

This leadership also earned MetLife recognition from Microsoft as an “AI Agent of Change”.

As MetLife notes, “Our AI tools deliver key capabilities like real-time role play and immediate coaching that are transforming frontline confidence. Adoption has scaled quickly across our biggest Asian markets, backed by highly positive agent feedback.

“It is part of how we’re rethinking work, exploring new ideas, and turning innovation into real impact.”