



## AIA MALAYSIA

*Accelerating to be the undisputed #1 life insurance company*

AIA Group Ltd, the second largest Asia-based insurers bought ING Groep NV's insurance business in Malaysia in October 2012. This acquisition propelled the company to embark on a service cultural transformation across diversified business units.

Under CEO Anusha Thavarajah, the company made customer experience a key priority and hired Troy Barnes, Chief Customer Experience Officer to develop AIA Malaysia's customer experience blueprint. Barnes established three immediate priorities: a Service Vision and Customer Value Proposition; a Customer Management Framework; and a Service Mindset across the organization.

AIA partnered with Uplifting Service to implement a service culture building program in 2015.

***"We saw a huge improvement in our NPS and Customer Effort Scores, which we attribute to results and changes from the Uplifting Service Program."***

**TROY BARNES**  
Chief Customer Experience Officer

### GOING BIG, GOING FAST

- April 2015: CEO and senior leadership aligned on service vision and culture building approach
- April 2015: Strategic building block activities to create 'Awareness-Embracing-Championing' in service
- July 2015: Change Champions develop customer centricity mindset and skillset
- July 2015: 20 Change Ambassadors certified to educate and innovate service with quick wins improvements
- Sep-Dec 2015: Over 500 management staff across all levels taught UP principles in first 6 months to begin the customer-centricity journey

### Key outcomes

- NPS increased by 32% and CES went up 25%
- A common service language is used across the organization
- Staff embody AIA's vision and values to deliver personalised and trustworthy experiences
- Team members take personal responsibility (TPR) to resolve issues and innovate solutions



### CLIENT

AIA Bhd a subsidiary of AIA Company Limited.

### PROFILE

AIA Bhd offers financial solutions:

- Protection, Health, Personal Accident, Employee Benefits, General Insurance, Mortgage Retirement and Family Takaful products
- Over 3 million customers nationwide. 14,000 Life Planners as well as sales teams and brokers
- 2015 total asset worth RM47B, paid-up capital RM767M

### 2016 AWARDS

- Best Customer Experience Management of the Year (Insurance – South Asia), Asia Pacific Customer Service Excellence Awards
- CRM Director of the Year (Insurance), Asia Pacific Customer Service Excellence Awards
- People Development Program of the Year (Insurance – South Asia), Asia Pacific Customer Service Excellence Awards