



whispir

# AIA & Whispir

## customer story

How AIA uses Whispir to  
automate communications  
to many customer segments

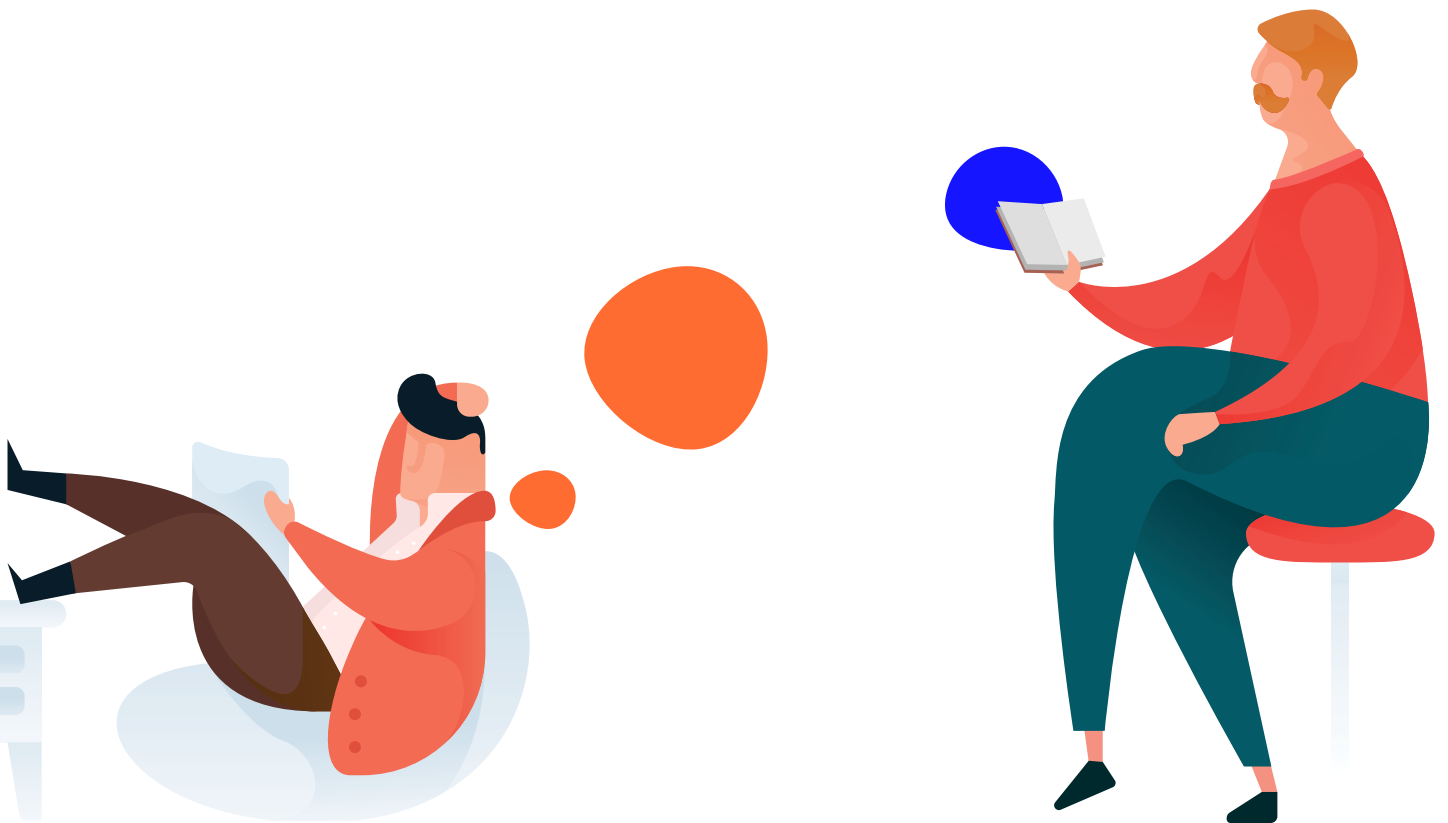


# The Customer

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific and through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 36 million individual policies and over 16 million participating members of group insurance schemes.\*

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans.

The Group also provides employee benefits, credit life and pension services to corporate clients through an extensive network of agents, partners and employees across Asia-Pacific.





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*I am a strong believer that an effective communication is the cornerstone to creating an engaged team, which can result in an increased engagement, boost productivity, and drive business growth.*

*This is why, I am constantly looking for ways to further deepen our engagement with more than 5,000 AIA Insurance Representatives. Whispir has provided my team with a platform to effectively communicate with every AIA Insurance Representative via the use of personalised videos and targeted messaging.*

*Through the Whispir platform, my messages to the distribution channels had been garnering more than 70% response rate as compared to the industry average of 45% and this straight-through communication had contributed to one of our largest agency kickoff turnout at the start of 2020,* ”

**said Ms Wong Sze Keed, Chief Executive Officer of AIA Singapore.**



# Connect

## The communication challenge

Having served generations of Singaporeans for close to 90 years since 1931, AIA Singapore understands what matters to them most – good health and being financially prepared for every stage in life. AIA Singapore is committed to continuously innovating to meet customers' long-term needs, and being an integral part of their life journey, enabling them to live healthier, longer, better lives!

As part of this commitment to excellence, AIA Singapore sought a platform as part of their systems upgrade, that could deliver an even more robust and flexible communications stack - capable of being used by multiple business units and teams who all had different needs.



The Risk Management team needed to communicate smoothly and instantly with staff during unannounced business continuity exercises.



The IT team needed a simpler way to monitor database availability and contact the right people if there was ever an outage.



The contact centre team needed an easier way to gather feedback from agents and clients, while the Compliance team needed to gather feedback from staff and new policy sign ups.



The Life Ops team needed a scalable way to shift customers from paper-based delivery, to digital notifications about their services.

# Engage & Thrive

## Driving value from outcomes

As AIA Singapore continues to innovate to better engage customers, staff and agents, Whispir plays a vital role in enabling the relevant departments across the entire organisation to thrive and deliver more value to their stakeholders.

### Business Continuity Management

#### Thrive | Protecting thousands of staff every day

AIA Singapore staff contacts are now auto populated into Whispir's platform daily for emergency notification via SMS and Voice. Message templates are easily altered during incident activation to ensure everyone is notified in a timely manner.

### Life Operations

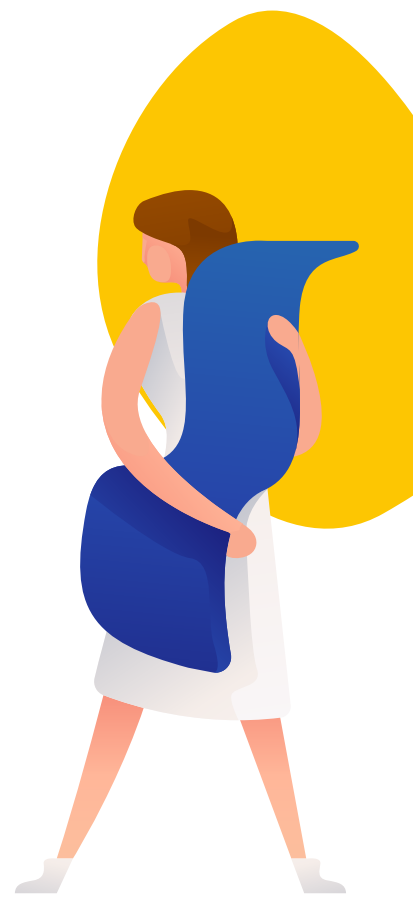
#### Thrive | 60% paper notification reduction

Through its GoGreen initiative, AIA Singapore is now able to send notifications for selected e-statements via the use of digital communications to 60% of policyholders, previously delivered by snail mail.

### Contact Centres

#### Thrive | Ensuring continuous Customer Satisfaction (CSAT) improvement

After the successful resolution of every call, surveys are automatically triggered to understand CSAT Score and help call centre managers better understand the customer experience and act on the feedback.





## IT

### Thrive | Reducing outage downtime for about 150 IT team members

When there's an unfortunate event of an unexpected downtime for systems, applications or websites, AIA Singapore relies on Whispir to send immediate alerts via either email, SMS or push notifications to key stakeholders and support teams across the business to heighten situation awareness and to take action.

## Agency Operations

### Thrive | Over 5,000 stakeholders' messages, personalised, at scale

AIA Singapore communicates at scale with over 5,000 AIA Insurance Representatives every day. Some messages include videos personalised to each individual, creating a rich, engaging interaction between AIA leadership team and their sales force to motivate them for better outcomes.

\* Source: About AIA  
<https://www.aia.com/en/media-centre/facts-at-a-glance.html>

