



## AIA Singapore

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# Media Release

### **AIA SINGAPORE LAUNCHES WORLD'S FIRST FULLY-MOBILE INSURANCE SALES QUOTATION SYSTEM ON IPAD TO ENHANCE CUSTOMER INSURANCE PURCHASE EXPERIENCE AND INCREASE BUSINESS PRODUCTIVITY**

**Singapore, 14 February 2012** – AIA Singapore is revolutionising the insurance business by being the FIRST in the Global Insurance Market to implement a fully mobile Sales Quotation System on iPad. The system will enhance customer insurance purchase experience and will also help to increase the productivity of AIA Singapore's distribution channels.

The iPad Sales Quotation System is yet another innovation by AIA Singapore aimed at simplifying the insurance-purchasing process with the world-first standalone iPad system to generate quotations instantaneously, to encourage more Singaporean families to bridge their underinsurance gap. This follows from the successful launch of AIA Singapore's Protection Calculator in 2011 which allows Singaporeans to use a simple questionnaire to calculate their approximate protection gap.

The customer-centric sales quotation system is a point-of-sale technology on iPad which allows multiple quotations to be generated based on customers' specific financial and protection needs. Updated quotations can also be generated immediately for customers' review. Internet access is not required to access and utilise the platform.

Mr Tan Hak Leh, Chief Executive Officer of AIA Singapore said, "We are launching this world-first technology in conjunction with the auspicious dragon year, marking another significant milestone in AIA Singapore's history of over 80 years in Singapore.

At AIA Singapore, our focus remains on bridging the protection gap for generations of Singaporean families, making insurance accessible and easy-to-understand for the entire family so that they can take action to become adequately insured. Our Sales Quotation System can do exactly that."

The system will help increase the productivity of AIA Singapore's distribution channels by providing a robust point-of-sale solution which can be accessed remotely, making it a cost- and time-effective innovation for carrying out insurance advisory functions.

Due to the easy-to-use and intuitive design of the application, it has achieved more than 60% per cent take-up rate amongst our active AIA Financial Services Consultants (FSCs) to-date since its launch in early January 2012.

## **AIA SINGAPORE IS THE FIRST IN GLOBAL INSURANCE MARKET TO IMPLEMENT A FULLY MOBILE SALES QUOTATION SYSTEM ON IPAD**

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“The iPad Sales Quotation System was intentionally launched with little fanfare as we wanted the first users to be happy and satisfied enough to spread the word to their colleagues. We believe there is no better advertisement than this. The high take-up rate is a testament to its effectiveness and acceptance amongst our FSCs. It will be shared with AIA Singapore’s bancassurance partners and Independent Financial Advisors (IFAs) subsequently in the next few weeks,” said Mr Tan.

This world-first technology builds on the interactivity and ease-of-use of the iPad as a platform to make the system accessible for AIA Singapore’s distribution channels. With internet access, our FSCs can then electronically submit the completed and signed quotations to our back-office system, email these quotation details to the customer directly, access product brochures on the AIA Singapore website as well as use the iPad’s GPS system to show the location of the nearest AIA Singapore Customer Service Centre.

In the next phase of implementation expected to be completed in 2012, policyholders can also look forward to reviewing their AIA Financial Health Check with their AIA FSCs, agreeing and electronically signing on the recommendations. To simplify and shorten the purchasing process for customers further, they will also be able to complete the application forms electronically, and sign on the iPad for electronic submission. This next phase, together with the Sales Quotation System, will complete the entire suite of our interactive Point-of-Sale application (iPoS), providing our distributors with a full end-to-end electronic sales platform.

“As one of the market leaders, this innovation reinforces AIA Singapore’s commitment to continue enhancing service excellence with the introduction of innovative, personalized and secured services to help Singaporean families become adequately insured,” added Mr. Tan.

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### **About the AIA Group**

AIA Group Limited and its subsidiaries (collectively “AIA” or “Group”) comprise the largest independent publicly listed pan-Asian life insurance group in the world. It has wholly-owned main operating subsidiaries or branches in 14 markets in Asia Pacific - Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau and Brunei and a 26% joint venture shareholding in India.

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$115,782 million as of 31 May 2011.

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AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement planning, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code '1299' with American Depositary Receipts (Level 1) being traded on the over-the-counter market (ticker symbol: "AAGIY").

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