

AIA to enhance digital offering, recruit more talents this year

by S BIRRUNTHA

AIA Malaysia is exploring partnerships with more digital platforms to bring new and innovative products to the market that will facilitate higher insurance penetration in the country.

This includes more recruitment in the space data expertise, said AIA Bhd CEO Ben Ng.

He added that the group remains optimistic for a better year ahead with heightened demand for insurance, as well as increased expectation for takaful services.

"At the beginning of the Movement Control Order (MCO), we were the first insurance and takaful provider to adopt a 100% non-face-to-face digital sales process with remote selling capability, which allowed customers to sign up for its products and services from the safety and comfort of their home.

"Shortly after that, AIA Malaysia launched its non-face-to-face Life Planner recruitment process to ease the search of new talents and to provide career opportunities to individuals whose employment have been affected by the pandemic and MCO," he said at the "Sit Down with AIA Malaysia's Three CEOs" media briefing session in Kuala Lumpur yesterday.



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Ng said the group will continue to employ new talents to meet its demand and the need for new talents is vital due to the digitisation of its sales since the

Covid-19 outbreak last year.

He also noted that AIA Malaysia registered a 46% growth in new agent recruitment last year, while the number of new takaful agents

jumped by 79% last year.

He said the life insurance penetration rate stood at 54% in 2020, while the takaful penetration rate increased by 1% year-on-year to 16.9% last year against 15.9% in 2019.

Additionally, Ng said the group also created the "AIA Elite Academy" in December last year, which was a first-of-its-kind programme in the industry that helps nurture up-and-coming Life Planners (agents) with the necessary skill sets and knowledge to excel in their profession.

"The programme features an exclusive 18-month on-boarding programme offered only to new Life Planners who have successfully made the cut.

"It offers several career development programmes for new recruits, including Elite Lite, Elite/Elite Pro and Elite Premier Leader with each programme having its own entry requirements and criteria," he noted.

Under the "AIA Elite Academy", Ng said the group offers financing schemes and incentives ranging from RM3,000 to RM9,000 depending on their productivity and rank to help new recruits jump-start their career on a firm foundation.

He added that the programme

specialises in customised training that focuses on financial knowledge and social media marketing while providing new Life Planners with individual coaching and mentoring.

Under AIA's digital initiative, the insurer launched "AIA Online Shield" in December last year, the first digital insurance plan, which is an affordable personal accident plan that also provides coverage for Covid-19.

"We are also the first insurance company to offer products readily available online via online marketplace and shopping platform Shopee," he added.

On that note, Ng stressed that more financial literacy and public awareness programmes are needed among Malaysians to help them plan a better future to protect themselves.

"We need to continue educating people on the whole insurance and takaful system, as well as the solution provided, rather than just telling them about the products available," he said.

Currently, AIA Malaysia serves four million customers nationwide, with total claims reaching RM3 billion in 2020, of which RM10 million was disbursed in relation to Covid-19 claims.