



Media Release

AIA Unveils New Customer Centres in Southern Peninsular Malaysia

New centres support the company's commitment to enhance customer experience and grow its agency force

Malacca, 22 February 2016 – Malaysia's leading life insurer AIA Bhd.'s efforts to breathe new life into its service centres and provide a superior experience to its customers saw the unveiling of its new AIA Customer Centres in Malacca, Seremban and Batu Pahat in the first few days of the Lunar New Year.

Present at the launch were Anusha Thavarajah, Chief Executive Officer of AIA Bhd., and Kelvin Ang, National Chief Agency Officer of AIA Bhd.

Speaking at the launch of the AIA Customer Centre in Malacca, Anusha said: "We are witnessing the opening of three new Customer Centres and Agency Offices across the southern region of Peninsular Malaysia. These new centres will not only provide a better service experience to our customers but also enhance the image and professionalism of AIA's Life Planner force."

The new and improved customer centres, designed to ensure faster service and greater convenience to AIA customers, have one-stop servicing counters, self-service terminals as well as Customer Express - an iPad-based application that allows AIA's service ambassadors to help customers with simple transactions.

The availability of the technology allows customers to complete simple requests such as change of contact details, updating their billing information and requests for new medical cards, directly onto the iPad, removing the need for them to take a ticket and wait for their number to be called.

To ensure its Life Planners continue to be well supported, AIA has also set up agency offices within the same premises that feature state-of-the-art training facilities and meeting rooms.

"We believe that by giving our Life Planners the attention and support that they need, they can focus on providing a superior service experience to our customers," said Anusha, who added that AIA will continue to invest in training its Life Planners to be capable financial advisors that provide customers with solutions based on their needs and affordability.

She also said that the company has given much thought and devoted significant resources to create a vibrant environment that is conducive to innovation, the creation of powerful business strategies and, equally important, to support the company's drive to attract younger individuals to join its expanding agency force.

AIA Bhd. will continue to revamp, and in some cases relocate its Customer Centres across Malaysia in the coming months. AIA customers and Life Planners can visit www.aia.com.my for updates on branch relocations.

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About AIA Bhd.

AIA Bhd. is a leading insurer in Malaysia, where we have been privileged to do business since 1948. We offer a suite of high-quality products including Protection, Health, Personal Accident, General Insurance, Employee Benefits, Retirement and Family Takaful solutions to meet our customers' protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a 14,000-strong Life Planner force, our exclusive bank partner's branches nationwide as well as corporate sales teams and brokers, we give our customers the choice of deciding how, when and where they connect with us.

Part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group, AIA Bhd. has the financial strength, experience, service centre network and a well-trained team of more than 2,000 staff to serve our 3 million customers nationwide. As at 31 May 2015, AIA Bhd.'s total asset worth was RM47 billion, with a paid-up capital of RM767 million.

Media Contacts:

Darshini M. Nathan
Head, Corporate Communications
Tel: 03-2056 1280
Email: Darshini.Mahendranathan@aia.com

Sonia Gomez
Manager, Corporate Communications
Tel: 03-2056 1203
Email: SoniaMarsha.Gomez@aia.com