

CAMPAIGN GOLDMINE 2019

FAQ

Campaign Date: 2nd May 2019 - 30th Sept 2019

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CAMPAIGN GOLDMINE 2019
FREQUENTLY ASKED QUESTIONS & ANSWERS

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A. OVERVIEW

1) What is the duration of this campaign?

The campaign will run from 2nd May 2019 to 30th Sept 2019.

2) What is the objective of this campaign?

The objective of this campaign is to provide you with new customer leads, so that you can fast track your customer acquisition and increase overall productivity. These leads are from our customer base who have given their consent via MyAIA App or Web to receive marketing and promotional messages and calls.

3) How should we approach these customers?

a) As these are new prospects, we suggest that your first initial contact should be via a phone call (and not via WhatsApp or SMS). You can position yourself as calling from AIA and inform your customer that:

“You have been selected for a special MyAIA Member Offer. For a limited time, we are offering MyAIA members with a Free Coverage Review. Plus, you are entitled to a RM50 Petronas Mesra card/ 1-year AIA Vitality membership when you have completed our free Coverage Review” .

b) You may also recommend suitable protection products to customers after understanding and reviewing the customer's needs.

B. CAMPAIGN MERCHANISM

4) How do you select the customers for this campaign?

Customers are selected based on the following criteria:

- Age between 22 - 55 years old
- Does not hold any Conventional Life Product with AIA
- Has given consent to receive marketing and promotional messages and calls
- Located in Central, Northern (limited to Bayan Lepas, Ipoh & Penang) and Southern (JB, Masai, Melaka, Pasir Gudang and Seremban)
- Outpatient claims for past 3 years do not exceed RM10,000

5) Are there any specific products that I should recommend for this campaign?

You can recommend any life products that are suited to the customer's needs. However, we will provide our recommended products based on other customers with a similar profile for your reference.

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6) How can I get my customer leads for this campaign?

Your customer leads are available in the AIA Life Planner App (ALPA).

Platform	Steps
ALPA	Step 1: Click New Leads Step 2: Use upfront filter < Project Goldmine Phase 2) to find customer list Step 3: Update the actions: Call, message, email, set appointment, set reminder, Add notes, and more.

For more info, please contact your DOA.

7) What type of underwriting is applicable for this campaign?

All applications are subject to full underwriting.

C. CUSTOMER GIFT AND ENGAGEMENT

8) Are customers aware of this campaign?

a) Yes, customers will be notified through SMS on this campaign. Below are the SMS messages that will be sent to customers:

Appointment Gift	SMS Content
Petronas Mesra Card	RM0.00 MY AIA member offer: Find out if you're well protected with our coverage review & receive RM50 petrol card! Reply AIACRM GM19 by dd/mm if interested.
AIA Vitality Membership	RM0.00 MY AIA member offer: Find out if you're well protected with our coverage review & get 1 yr AIA Vitality m'ship! Reply AIACRM GM19 by dd/mm if interested.

b) When you call the customer to make an appointment, you can refer to the SMS as a conversation starter:

"Good morning/afternoon/evening. May I speak to Mr/Ms/ Mrs <Customer Name>. I am <Life Planner name> calling from AIA. This is a follow up call with regards to our MyAIA Member Offer which we have sent a SMS to you earlier. May I meet you over a drink at your time and convenience to share further details?"

9) How is a customer entitled for the appointment gift?

Customer who have made an appointment with our Life Planner and completed the free coverage review is will receive a RM50 Petronas Mesra card/ 1-year AIA Vitality membership worth of RM120.

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10) Will the customer receive any sign-up gift under this campaign?

Customers who sign up for any policy or certificate with an inforce status of a minimum annual premium of RM2,500 will receive a Lazada shopping voucher worth RM150.00.

11) How will the gift be distributed to the customer?

a) Appointment Gift: RM50 Petronas Mesra Card

- Petronas Mesra cards will be distributed to respective Life Planners during the campaign roll down session. Life planners will then present it to the customer upon the completion of coverage review.
- Prior to meeting the customer, Life planners are required to update the Appointment Status in ALPA.
- For leads that have no updated Appointment Status, please return their gift to your respective DOAs within the month after the campaign has ended.

b) Appointment Gift: AIA Vitality 1-year membership

- To sign-up, please visit www.aia.com.my/aiavitality and follow the steps below to be eligible for the membership fee waiver.
 - Step 1: Enter customer's NRIC and DOB
 - Step 2: Fill up customer's biodata / profile
 - Step 3: Confirm the Free AIA Vitality membership (RM 0 X 12 months)
 - Step 4: Sign up for 'Auto Renewal' by pre-authorizing customer's credit card information. Please note that RM1.00 will be charged as a pre-authorization of your debit/credit card and this will then be refunded to the customer.
- Customer's credit card number is required to charge the annual membership fee from month 13 onwards (after the complimentary membership has ended). Subsequent payment will be on auto-debit mode. This to ensure they continue to maintain their AIA Vitality membership.
- Customers can request for a change in payment method using AIA Vitality servicing form as attached and submit to AIA customer center or email to customer care@aiavitality.com.my before the end of the membership year.

c) Rewards on Purchase:

- To be eligible, all cases must be submitted through iPoS during the campaign period (i.e. last submission date on 30 Sept 2019) and must be approved at AIA's discretion (i.e. contributions are paid and set in force) by 15 Oct 2019.
- A RM150 Lazada shopping voucher code will be distributed to eligible customers a month after the campaign has ended through email or SMS.

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- Each in-force policy or certificate is qualifies for one gift at any point of time. The maximum gift a customer (as per NRIC) can receive for this campaign is five (5).
- The gift cannot be exchanged for cash.
- The campaign's terms and conditions are subject to change and AIA BHD. decisions on any matter concerning these terms and conditions are final.

D. OBJECTION HANDLING (ON PERSONAL DATA PROTECTION ACT 2010)

12) How do I respond if a customer asks how did I obtain his/her contact details?

You can explain to the customer with the following:


"Sir/Madam, I am a licensed Life Planner from AIA. You are receiving this call from us because you have consented to receive marketing campaign or offer when you registered on MyAIA. As a MyAIA member, you are entitled to many special offers from time to time. Please be assured that we only have your name and contact number for communication purposes. Other personal information was not revealed to us."

13) What if customer does not recall / ask what is MyAIA?

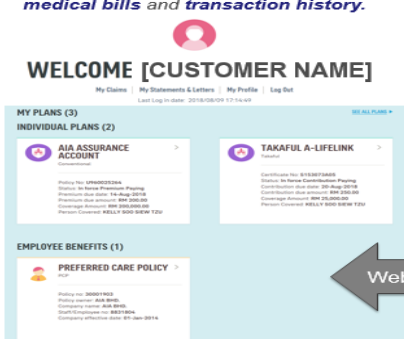
You can explain to customer with the following:

"Sir/Madam, you have either downloaded our MyAIA App or registered on MyAIA Web. MyAIA enables all employees who are insured with AIA Employee Benefit scheme to access their e-medical card, submit eClaims and view their medical bills and transaction history."


What is MyAIA ?



*MyAIA enables all employees who are insured with AIA Employee Benefit scheme to access their **e-medical card**, submit **eClaims** and view their **medical bills** and **transaction history**.*



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← Web App →

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E. OTHER ENQUIRIES

14) When can I retrieve my leads from iPoS, ALPA?

Leads can be retrieved starting from 2nd May 2019.

15) Can the leads be transferred to other Life Planners?

Yes, that is allowed and doable through ALPA. The Lead Transfer function is only available to leaders (District Managers and Unit Managers only). Leads can only be transferred within the same agency.

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