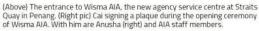
All the better to protect customers

Insurance agency opens largest service centre in northern region







By CHONG KAH YUAN

AIA Berhad has unveiled its largest

agency service centre for the northern region in Straits Quay,

Penang.
Wisma AIA Penang will house more than 1,100 insurance agents and is also the state's first agency service centre.

service centre.

It encompasses 74,000sq ft of office space with state-of-the-art facilities such as training rooms, collaborative spaces and Premier Lounge for Life Planners who have

achieved certain milestones.

AIA Bhd chief executive officer
Anusha Thavarajah said the establishment of the centre is part of its

transformation journey to become

transformation journey to piecenic a premier agency force which currently serves over 172,000 Penang customers and growing. She said the company invested substantially in their agency force to improve the AIA experience.

to improve the AIA experience. This includes inculcating the right mindset and recruiting more young people, especially in Malaysia where there is immense opportunity to grow. "We see a higher cost of living, and people want to be covered in the event of something unfortunate in order to have a continuity in order to have a continuity in

in order to have a continuity in income and access to the right medical care. "In Malaysia, the penetration

rate of insurance is around 52%

compared to the desired rate of 75%, which is a vision to be

75%, which is a vision to be achieved by 2020.

"We want to ensure that we are able to be the best in protecting more Malaysians," she said at the launch of Wisma AIA.

She said the new service centre strives to enhance AIA's training and development capabilities to make their agents more adviso-

ry-centric.
"We will provide them with
the right tools to approach custom-ers and instil awareness of their protection needs.

"We train them to connect with customers, not just through the point of sale and claim but throughout the journey in life.

"For example, needs change when customers get married and have children.

"The agents must ensure that customers and their families are kept protected at the right level."

Rept protected at the right level."
AIA Group regional chief
executive John Cai said the new
service centre is a move to
modernise the agency force to
meet latest changes in demand.
"At the very beginning, people
needed only simple protection
coverage. Economic development
saw more consumers asking

saw more consumers asking for financial advice and holistic

"Their needs get more complicated and they want some-thing tailor-made for them."

The new service centre strives to enhance AIA's training and development.

Anusha Thavarajah

AIA Bhd, a leading insurer in Malaysia, is celebrating their 70th year in Malaysia with over 14,000 Life Planners in the