

# All the better to protect customers

Insurance agency opens largest service centre in northern region



(Above) The entrance to Wisma AIA, the new agency service centre at Straits Quay in Penang. (Right pic) Cai signing a plaque during the opening ceremony of Wisma AIA. With him are Anusha (right) and AIA staff members.



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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.

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 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.

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 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 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 advisory-centric.

"We will provide them with the right tools to approach customers 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."

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 for financial advice and holistic products.

"Their needs get more complicated and they want something 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 country.