



(From left) Citi Malaysia consumer business manager Elaine Fan, Lee, Anusha and AIA Bhd chief partnership distribution officer Serrina Foo pose for a photo at the launch of AIA-Citi's latest digital insurance solution.

AIA, Citi reinforce bancassurance partnership with digital insurance solution

KUCHING: AIA Bhd took its partnership with Citi Malaysia to a new level by launching an end-to-end digital channel that offers Citi credit cardholders a secure and seamless online experience to purchase its suite of insurance products and solutions.

This initiative leverages on both AIA and Citi's digital capabilities using Citi's application programming interface (API) connectivity which discerning customers can benefit from.

Commenting on AIA-Citi's latest collaboration, AIA Bhd's chief executive officer, Anusha Thavarajah said: "We are delighted to achieve another key milestone in our partnership with Citi, leveraging our joint digital and analytics capabilities to ensure that we continue to offer customer solutions that are personalised and relevant to their needs.

"We believe that together with Citi, we too share an ambition

of becoming a partner in our customers' life journey not only at times of need but also in helping them live healthier, longer and better lives."

Citi Malaysia chief executive officer, Lee Lung Nien added: "A digital first, this online offering is the way forward for the entire bank as we see digital as the natural evolution for our business.

"Citi Malaysia's insurance business is poised for growth in the Digital segment as our research has shown that customers are now keen to purchase protection products and we are providing them solutions that are easy to access on their preferred online devices.

"Powered by Citi's API connectivity, our customers can now purchase insurance online anytime, anywhere, and enjoy a seamless and speedy purchasing process through our online straight-through platform.

"This means that a transaction can be completed in a few minutes with just a few clicks, thereby providing greater convenience for the customer to get covered within the day," he said.

The first insurance product to be offered under this initiative is AIA's comprehensive critical illness (CI) plan, CI Care Plus.

With a monthly premium from as low as RM38 and coverage of up to RM200,000, CI Care Plus protects Citi customers against 39 types of critical illnesses and complications arising from diabetes up to 80 years old.

They will also enjoy additional benefits such as receiving 100 per cent of the coverage amount when the policy matures, and a lumpsum payment to their family members if they pass away. The plan also covers advance payment for angioplasty and other invasive treatments for coronary artery disease.