

AIA General's digital insurance initiative to reach new customer segments

KUCHING: AIA General Bhd (AIA General), a subsidiary of AIA Bhd, has announced a new initiative that is set to catapult the general insurance provider into the online space and enable it to cater to a new customer segment - digital consumers.

This will place AIA General at the forefront of digital insurance in Malaysia as part of its efforts to expand its product offering while engaging with customers in new and dynamic ways.

The first digital insurance plan to be launched under the new initiative is AIA Online Shield – an affordable personal accident plan that covers accidents, Covid-19 and dengue fever.

This timely plan offers customers the flexibility to

choose their desired benefits and coverage term, providing compensation up to RM50,000 in the event of death caused by accidental means, as well as up to RM12,000 for Covid-19 and dengue fever, respectively.

The customer journey from purchase through to claims has been simplified and will be entirely digital, amplifying the company's efforts to make insurance more accessible and affordable. AIA Online Shield will make its digital debut on Malaysia's leading online shopping platform, Shopee in conjunction with its upcoming 12.12 sales campaign.

With Malaysia having the highest percentage of digital consumer population in South East Asia, the initiative

represents a major next step in AIA General's mission to expand its digital distribution channels and address the unmet needs of a younger generation of customers who mostly make purchases online.

"The world is constantly evolving and becoming increasingly digital – spurring transformations at a rapid pace," chief executive officer (CEO) Eric Chang said in his comments on AIA General's milestone in the digital general insurance ecosystem.

"This initiative is part of our efforts to find new ways to serve our customers and their ever-changing protection needs by enabling the purchase of insurance in any way that they prefer, including online.