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AXA No.1 Global Insurance Company

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*Source: A.M. Best World's Largest Insurance Companies (Based on 2015 non-banking assets)

International CRE & CSQS Leadership Summit 2017 & Hong Kong International CRE Innovation Expo

AXA's Customer Centric Strategy creates Transformational Success

2017 International CRE Awards Ceremony
Customer Relationship Excellence Awards 2016

Stuart Harrison (9th from left in the 1st row), CEO of AXA Hong Kong; Andy Clachers (10th from right in the 2nd row), COO, and Sudesh Thevasenabathy, Head of Customer Experience lead the team to win 9 Corporate categories and 8 Individual categories at 2017 International CRE Awards Dinner Ceremony

The world is changing, and customers are becoming more knowledgeable in who they pick and what they buy. Advancements in technology are enabling customers to engage insurers differently, and organizations must adapt quickly to these trends. AXA Hong Kong (AXA) is proud that customer centricity is the key component of their organizational vision cascaded from the top, and everyone in the organization is aligned to the same direction.

Customer centricity corporate vision

"Today's customers can far more easily compare and switch between providers. Customer centricity and excellence in customer relationship are the key differentiators in such keen competition and requires consultative and collaborative guidance and support throughout the customer journey," says Mr. Stuart Harrison, CEO of AXA Hong Kong, also the winner for the top individual award, *CEO of the Year*. He emphasizes that customer centricity is an important focus for the entire organisation, and to support this, they have a dedicated team whose primary responsibility is to actively listen to customers' feedback and comments, and to develop programmes and initiatives to improve customer experience as well as employee engagement. All lines of business also ensure customer experience is embedded in all their initiatives and day to day activities.

New record wins for AXA

Winning a total of 17 CRE Awards with 9 corporate categories and 8 individual categories, AXA Hong Kong has made a new record not only for themselves in the third year of participation, but also for the International CRE Awards organizer, APSCS. Mr. Sudesh Thevasenabathy, Head of Customer Experience of AXA Hong Kong, also the winner for *CRM Director of the Year*

says "It was amazing to be able to be recognised and receiving a record number of accolades by a renowned customer service organisation. It truly showcases our ambition and goal to strive to become the most customer centric insurer in Hong Kong. These Awards truly acknowledge that we are on the right track to achieving our vision."

The 9 corporate awards include *Corporate Social Responsibility Leadership of the Year (Insurance - North Asia)*, *Corporate Employer of the Year (Insurance)*, *Best Internet+ of the Year (Insurance)*, *Best Customer Experience Management of the Year (Insurance - North Asia)*, *Best Social Media Program of the Year (Insurance)*, *Customer Relationship Marketing Service of the Year (Insurance)*, *Customer Satisfaction Quality System of this year (Insurance)*, *Best Use of Technology of the Year (Insurance)*, and *Innovative Technology of the Year (Insurance)*.

From traditional to transformational

As customers' expectations continue to rise, AXA also has to continuously change and adapt as well. The insurance industry is always known to be traditional in the way they run their operations and provide services. Providing a differentiated customer experience and service quality is a key to leading and being customer centric.

As an organisation, AXA has many large scale transformation programmes looking to improve and introduce new experiences for the customers. AXA's digital and innovation teams continue to work with startups and explore new technologies, as well as introduce new experiences for their customers.

Listening to customers is an important step ensuring AXA continue to improve. Through research, surveys and utilisation of big data, AXA is able to gain valuable insights into their customers'

needs in order to improve customer experience. They are always in a search for innovation and delivering new solutions to empower people to live a better life. One recent example would be the Xtra by AXA health coaching app which was released to help people reach fitness goals aided by trained fitness instructors.

Provide differentiated experiences

But even if technology changes, the need for service and support will always be there – be it face to face or even speaking to someone on the phone. The special aspects in engaging and developing Customer Service Professionals is empathy. AXA Hong Kong firmly believes that empathy is the most important attribute that any customer service professional should have. Mr. Thevasenabathy says, "We are in the business of helping people, and our service professionals need to be empathetic and understanding the needs of our customers to provide the right level of support. They must also be equipped with the right knowledge and access to multiple systems to be able to truly provide a differentiated experience."

Inspiration for new approach

He continues, "Striving year on year to win these awards pushes AXA harder in our pursuit of excellent customer experience. APSCS programs help understanding best practice across different industries, seeing new technologies and emerging trends. These all help to equip AXA to better serve our customers."

Mr. Harrison adds, "The APSCS and CRE Awards are excellent platforms to share and engage with best practice in relation to CRE and customer experience. Taking a view across different industries and countries within the region helps give inspiration for a new approach to customer relationship excellence."



Stuart Harrison (right), CEO of AXA Hong Kong received CEO of the Year certificate and trophy from Jason Chu, Chairman of APSCS



Sudesh Thevasenabathy (right), Head of Customer Experience of AXA Hong Kong received CRM Director of the Year certificate and trophy from Jason Chu, Chairman of APSCS