

News Release

28 July 2023



Zurich Malaysia: From Customer-First to Claiming First Place in Malaysia at Insurance Asia Awards 2023

Zurich Malaysia Receives Prestigious Award for Customer Service Initiative at the Insurance Asia Awards 2023

Kuala Lumpur, 28 July 2023 – Zurich Malaysia has been awarded the prestigious Customer Service Initiative of the Year award by the Insurance Asia Awards 2023, commending the company's dedication to providing unparalleled customer service experiences through its innovative Online Appointment Booking system. The award ceremony, held at the Marina Bay Sands, Singapore on 27th July, recognises Asia's most exceptional insurance companies that have made a significant impact on their customers through outstanding products, services, and solutions.

The Insurance Asia Awards 2023 brought together industry leaders, visionaries, and innovators to celebrate excellence in the insurance sector. With a rigorous evaluation process conducted by a panel of esteemed judges, winning the Customer Service Initiative of the Year award further solidifies Zurich Malaysia's position as a frontrunner in the insurance and takaful industries, known for pushing the boundaries of excellence.

Beyond offering superior products, Zurich Malaysia's commitment to its message of "Care for What Matters" extends to delivering exceptional customer service experiences. To meet the evolving demands of Zurich Malaysia's customers' need for convenience and personalised services while keeping up with the digital age, Zurich introduced Microsoft Booking, a solution that simplifies and modernises the process of booking appointments with the Customer Experience (CX) team.

Microsoft Booking empowers customers to conveniently schedule virtual appointments, providing a seamless and personalised experience. Customers are matched with a CX staff member based on location and preferred language, ensuring that every interaction is tailored to their specific needs and preferences. This solution is readily accessible on Zurich Malaysia's website and seamlessly complements the self-service integrated customer portal, MyZurichLife.

"We are deeply honoured to receive the Customer Service Initiative of the Year award at the Insurance Asia Awards 2023, reaffirming Zurich Malaysia's unwavering commitment to 'Care for What Matters' and embracing innovative practices," said Junior Cho, Country CEO/Head of Zurich Malaysia. He further added, "Our continuous enhancement of customer experiences showcases our genuine care for our people and our customers."

Since the introduction of Microsoft Booking in October 2022, the Transactional Net Promoter Score (TNPS) for branch enquiries in Q1 2023 increased by a considerable 17% compared to the previous year. Moreover, policy retention saw a positive year-on-year growth of 11% during the same period. These remarkable achievements exemplify Zurich CX team's commitment to customer-centricity, and in championing the interests of all customers as a main priority.

Zurich Malaysia sets itself apart as a leading force in the insurance and takaful industry by consistently demonstrating its dedication to innovation and customer-centric products and solutions. Rooted in the core value of delivering exceptional customer experiences, the CX team is equipped with the tools and technologies necessary to excel in providing unparalleled service. This commitment to excellence in customer experience was recognised in 2022 when Zurich Malaysia was awarded the prestigious CXP Best Customer Experience Awards, further reinforcing the commitment to continue delivering top-notch service to Zurich Malaysia's valued customers.

For more information about Zurich Malaysia and future initiatives, please visit Zurich Malaysia's social media channels, such as [Facebook](#) and [Instagram](#).

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About Zurich Malaysia

Zurich Malaysia is a collective reference term for the Zurich Insurance Group (Zurich) business subsidiaries operating in Malaysia: Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad, Zurich General Takaful Malaysia Berhad and Zurich Takaful Malaysia Berhad. Zurich Malaysia offers a broad range of comprehensive insurance and takaful solutions; helping individuals as well as business owners understand and protect themselves, their businesses and their assets from risk. Zurich Malaysia has an integrated branch network in major cities nationwide as well as dedicated agency and distribution channels nationwide to serve the needs of its customers. For further information on Zurich Malaysia, visit www.zurich.com.my.