

Zurich Malaysia Earns Recognition for Digital Innovation and Customer-Centric Initiatives

Celebrating a double triumph with six prestigious awards wins



[From Left to Right] Daniel Gan, Head of Operational and Functional Excellence, Property & Casualty, Chin Yin Kang, Head of Customer Experience, Life & Family Takaful and Hasfa Reny Hamid, Project Manager, Brand Marketing & Communications

KUALA LUMPUR, 11 September 2024 –Zurich Malaysia has been recognised with six prestigious awards at the **Insurance Asia News Awards** and the **Asia Insurance Awards**, showcasing the company's commitment to digital innovation and customer-centric initiatives. These accolades highlight Zurich Malaysia's leadership in the insurance and takaful sectors.

Celebrating excellence at the Insurance Asia News Awards

Zurich Malaysia was named **Best Life Insurer**, a testament to its dedication to providing exceptional life insurance and family takaful solutions. The company's focus on sustainability, community engagement, and innovative product offerings has set it apart.

Under the leadership of **Junior Cho, Country CEO/Head of Zurich Malaysia**, the company has prioritised customer needs and digital transformation. Junior expressed his gratitude for the **Outstanding CEO Award**, stating, "These awards are not just an acknowledgement of our past efforts but a motivation for us to continue pushing boundaries. This award is for the 1,500 Zurich employees across Malaysia who dedicate their efforts and hard work to putting our customers first. We remain dedicated to providing innovative solutions that meet the diverse needs of Malaysians, ensuring they are protected and empowered in all aspects of their lives."

Zurich Malaysia's dedication to customer service was further recognised with the **Outstanding Claims Management** award. The company's emphasis on swift, fair, and seamless claims processing has enhanced customer experience and fostered strong customer relationships.

Showcasing customer-centricity at the Asia Insurance Awards

Zurich Malaysia's commitment to digital innovation has been a key driver of its success. The introduction of the Straight-Through Processing (STP) system has transformed how customers manage their investment-linked plans, enabling real-time adjustments and greater transparency. This initiative earned the **Customer Service Initiative of the Year** award, exemplifying Zurich Malaysia's approach to making protection more accessible and user-friendly.

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Additionally, the company's effort in improving the travel insurance claims process was acknowledged with the **Travel Insurance Initiative of the Year** award. By leveraging technology to reduce claims turnaround time, Zurich Malaysia ensures a seamless and efficient experience for customers.

Zurich Malaysia's "Care For What Matters" brand campaign, which bagged the **Marketing Initiative of the Year**, underscores the company's dedication to supporting Malaysians during challenging times. The campaign not only resonated with the community's desire for a brighter and more secure future but also reflected Zurich Malaysia's deep understanding of the pressures faced by individuals and families, such as rising living costs and emotional stress.

Junior Cho, Country CEO/Head of Zurich Malaysia said "Moving forward, we will continue building on these achievements by focusing on digital innovation, customer experience, and community engagement, ensuring that these priorities remain at the forefront of the insurance and takaful landscape in Malaysia. Our mission is to support Malaysians through thick and thin, helping them care for what matters most."