

# News Release

25 April 2025



## Zurich Malaysia Revolutionises Digital Transformation, Setting New Standards in Customer Experience

**KUALA LUMPUR, 25 April 2025** – In a rapidly evolving digital landscape, Zurich Malaysia is at the forefront of transforming customers experience in the insurance and takaful industries. By integrating cutting-edge digital innovations with a customer-centric approach, Zurich Malaysia is redefining operational excellence and setting new benchmarks in customer satisfaction.

**Junior Cho, Country CEO of Zurich Malaysia** said “At Zurich Malaysia, digitalisation is not just about improving efficiency; it’s about elevating the customer experience and redefining operational excellence in the insurance and takaful sectors. Our relentless pursuit of innovation aims to deliver seamless, intuitive, and impactful solutions that make a meaningful difference in the lives of our customers. As we continue to evolve, our focus remains on delivering the highest standard of care, ensuring we are always there for Malaysians, protecting what matters most to them.”

### Digital Innovations: Transforming the Insurance and Takaful User Experience

Zurich Malaysia’s flagship initiative, the **MyZurich Mobile App**, empowers users with real-time access to their insurance and takaful coverage, roadside assistance tracking, motor claims submission, and policy/certificate renewal reminders. This innovative platform simplifies policy/certificate management and emergency handling, significantly enhancing the overall experience. The app’s outstanding performance was recognised with the **Outstanding Digital CX - General Insurance (Malaysia)** award at the **Digital CX Awards 2025**, underscoring its role in delivering a truly integrated, user-centric experience that evolves with customer expectations.

Another key component of Zurich Malaysia’s digital strategy is **MyZurichLife**, a platform that allows customers to independently manage their life insurance policies and family takaful certificates. Renowned for its user-friendliness, the platform provides greater autonomy over insurance and takaful management, reinforcing Zurich Malaysia’s commitment to building self-service solutions that cater to the rising demand for flexibility and control. MyZurichLife was also honoured with the **Outstanding Digital CX - Life Insurance (Malaysia)** award, highlighting Zurich Malaysia’s dedication to redefining modern insurance and takaful solutions.

### Driving Operational Efficiency Through Digitalisation

The **E-Reinstatement initiative**, awarded the **Outstanding Digital CX Transformation in Insurance – Malaysia**, revolutionises the traditionally paper-heavy policy/certificate reinstatement process into a streamlined, eco-friendly digital experience. Incorporating digital health declarations, online payments, auto-registration, and real-time notifications, the initiative enhances customer experience, boosts retention, and optimises efficiency. Its sustainability focus aligns with Zurich’s broader commitment to reducing paper usage while ensuring secure, seamless connectivity between policyholders/certificate holders and agents.

Additionally, Zurich Malaysia’s innovative **Claims Automation system**, which earned the **Best Digital CX - Claims** award, has significantly improved the claims process. By automatically detecting and registering eligible claims, the system reduced the claims notification time from three months to just two weeks, enhancing both speed and ease for customers. The automation exemplifies Zurich Malaysia’s commitment to making the claims process as hassle-free as possible.

In partnership with GX Bank, Zurich Malaysia introduced **Cyber Fraud Protect**, setting a new standard in digital insurance with its intuitive design and user-friendly experience. Featuring a three-click subscription process, the product offers personal cyber protection, empowering customers to better navigate today’s digital risks. This innovative cybersecurity approach not only protects customers but also promotes financial literacy and resilience against rising online threats. Recognised with the **Best Digital Insurance Product for CX**, Cyber Fraud Protect underscores Zurich Malaysia’s commitment to creating accessible, forward-thinking solutions for today’s digital-savvy consumers.

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## Looking Ahead: Continued Commitment to Digital Innovation

As Zurich Malaysia continues to accelerate its digital journey, maintaining a steadfast commitment to providing innovative, impactful, and seamless solutions is crucial. The five accolades at the **Digital CX Awards 2025** reflect Zurich Malaysia's ongoing dedication to enhancing the customer experience through cutting-edge technology and digital transformation.

For more information on Zurich Malaysia's digital transformation journey and recognitions at the Digital CX Awards 2025, please visit [www.zurich.com.my](http://www.zurich.com.my).

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## Notes to editor:

### **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](http://www.zurich.com.my).

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