

Zurich Malaysia Enhances Customer Experience with Digital Tools and Empathy-Driven Support



Kuala Lumpur, 30 June 2025 – While digitalisation continues to reshape Malaysia’s insurance and takaful landscape, Zurich Malaysia remains focused on delivering both efficient technology and compassionate, empathy-driven support to customers during challenging times. Today, insurance and takaful is no longer just about financial protection, but about providing timely assistance and understanding when it matters most.

Over the years, Zurich Malaysia has supported millions of customers through moments of crisis, from sudden loss of a loved one to major disruptions caused by accidents or illness. In these difficult moments, they were met with compassionate support that brought peace of mind when it was needed most. Their experiences reflect a growing shift in the industry, integrating digital innovation with empathy. At Zurich Malaysia, this approach is more than a strategy; it is a commitment to respond with efficiency and heartfelt care, ensuring customers receive the support they truly deserve.

Through the streamlining of traditionally complex processes into seamless and efficient platforms, digitalisation across the insurance and takaful sector is empowering customers to take greater control over their protection. However, Zurich Malaysia believes that technological advancement alone is not enough as what truly matters is how these innovations impact customers’ lives. By combining the strengths of digital tools with customer care support rooted in empathy, it ensures that the service customers receive not only meets but exceeds their expectations.

“‘Care For What Matters’ is more than a slogan we put on the wall. It’s a standard we hold ourselves to every day,” said **Ally Robertson, Country Chief Operations Officer at Zurich Malaysia**, “Digitalisation goes beyond speed and removes friction. It’s about enabling our people to respond with empathy, insights and purpose, especially when our customers are going through some of life’s hardest moments.”

Among the many lives Zurich Malaysia has supported over the past year, the following stories reflect the emotional weight of those moments, and how timely protection made a real difference when life took an unexpected turn.

In Johor, Nor Hasimah binti Ahmad Shukri was left to care for her young child after the sudden passing of her husband from cancer. Amid grief and uncertainty, she needed timely support to stabilise her family's finances. Zurich Malaysia's digitised claim verification and payout system ensured the death claim was processed swiftly, giving her the support she needed to secure her family's future.

A more complex case unfolded in Kota Bharu, where Hasnira binti Mat Jusoh's late husband had not named a nominee in his insurance policy. What could have become a lengthy and difficult process was resolved through Zurich Malaysia's internal records and dedicated staff follow-up. She was guided step by step until the payout was delivered, a reminder that while systems matter, follow-through matters even more.

Meanwhile, Zainuddin bin Abdul Halim and his son were affected by the Putra Heights gas leak explosion that resulted in the total loss of their vehicles. Amid the disruption, Zurich Malaysia's user-friendly digital claims platform helped them to submit reports, upload documentation, and track their claims with ease.

Iris Dang, Chief Operations Officer, Property and Casualty at Zurich Malaysia, said "What truly matters to us is how we support our customers during their most difficult times. These stories remind us that insurance/takaful isn't just about policies/certificates and payouts, it's about listening with empathy, understanding unique needs, and being there with clear, caring support every step of the way. Our teams are trained to go beyond transactions and build meaningful connections, ensuring every interaction is focused on what our customers truly need. That human touch makes all the difference when lives are impacted."

As Zurich Malaysia continues to evolve, our focus remains on building solutions that are digitally enabled and deeply empathetic. **We Don't Just Cover, We Care** is at the core of our heart. We stand with our customers, offering clarity, compassion and support when it matters most. This is our promise and our commitment to truly **Care For What Matters**.

To learn more about how Zurich Malaysia supports customers, kindly please visit zurich.com.my.

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Note 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.