

A Smarter Way to Serve: Zurich Malaysia Unveils AI Powered Virtual Assistant to Empower Agents

Kuala Lumpur, 15 July 2025 – The rapid rise of Artificial Intelligence (AI) in recent years has transformed the way people work and how companies operate. Reflecting this global shift, Insurance and Takaful Operators (ITOs), including Zurich Malaysia, are embracing AI in their operations to enhance customer service and provide stronger support to their distribution force more effectively than ever before.

This transformation focuses on streamlining Zurich Malaysia's internal operations by automating routine processes, improving data accuracy, and enabling faster, insight-driven decision-making — all while equipping the organisation with smarter tools to drive long-term innovation in the insurance and takaful space.

Randhir Singh, Chief Data Officer at Zurich Malaysia, said, “Our commitment to innovation is rooted in our mission to transform how we operate and serve. AI and data are not just technologies, they're enablers of trust, transparency, and smarter solutions. Every step we take is about building systems that are faster, more responsive, and built for the future.”

With this in mind, Zurich Malaysia is proud to introduce Z Buddy, a new AI powered virtual assistant developed to support its distribution force through WhatsApp. Designed to reduce day to day friction and improve operational efficiency, Z Buddy delivers real-time, always-available responses to help streamline repetitive tasks.

Foo Chuen Hou, Chief Distribution Officer, General Segment at Zurich Malaysia, shared, “Our ongoing technology transformation is more than just keeping up with trends, it's about delivering real value. By simplifying processes and equipping our agents with smarter tools like Z Buddy, we're enabling them to respond faster, work more effectively, and focus on the moments that matter most. That's how we bring our promise to Care For What Matters to life.”

This launch marks a key milestone in Zurich Malaysia's broader digital transformation strategy, where AI and data are harnessed to drive smarter decision-making, optimise operations and provide more personalised services to both insurance and takaful agents. By embedding AI into key touchpoints, Zurich Malaysia is redefining how insurance and takaful services are delivered in today's digital landscape.

In the initial phase, Z Buddy will assist agents with enquiries related to travel and motor insurance/takaful, claims procedures, and general product information including coverage details. With 24/7 access and real-time replies, everything agents need is now just a message away.

Over the coming months, Z Buddy will be further enhanced to handle more complex functions, including generating motor quotations and guiding agents through tailored customer requests. This development represents an important step forward in Zurich Malaysia's efforts to equip its distribution force with smart, easy-to-use tools that anticipate and meet evolving customer needs.

For further information on Zurich Malaysia's protection plans and services, please visit zurich.com.my.

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Notes to editor:

About Zurich Malaysia

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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 <http://www.zurich.com.my>.