



**AIA (Cambodia) Life Insurance Plc**

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## Media Release

### **AIA Cambodia Launches an Innovative Way of Working to Serve Customers Despite COVID-19 Disruption**

**Phnom Penh, 27 April 2020** – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today announced the launch of an innovative virtual sales and business development process to ensure both existing and new customers can access insurance solutions and protection advice despite social distancing measures currently in place due to the COVID-19 pandemic. The Virtual Face-to-Face (“VFTF”) way of working is the first fully digitalised sales process to be implemented in Cambodia’s insurance industry and follows a wider trend at AIA Cambodia of utilising cutting-edge digital tools and processes for the convenience of customers, AIA Life Planners, partners and employees.

The VFTF workflow has been launched in response to the Ministry of Health’s recent social distancing measures and to ensure clients can continue to take up AIA policies but in a safe, convenient setting. Clients can communicate with AIA Life Planners via video call using a digital messaging app of their choice, including Facebook Messenger, WhatsApp, Microsoft Teams, Line, etc. With the use of digital tools and technology, meetings with customers can be conducted virtually, allowing them to receive services and advice, and completion of purchase without leaving the comfort of their homes. The technology also enables the entire insurance sales process to be facilitated with live video streaming while documents verification and sales confirmation can be completed electronically. Going forward, the VFTF will become a core part of AIA Cambodia’s recruitment and training processes to ensure the company’s employees and AIA Life Planners can remain agile and access the latest technologies to succeed in their jobs.

AIA Cambodia CEO Pauline Teoh said: “Despite the challenges caused by COVID-19, we are committed to helping families access protection. We will continue our digital innovation initiatives and utilise the latest technologies to improve customer service and enhance operation efficiency. The VFTF new way of working is the next step in our digital evolution, ensuring we have state-of-the-art technology to serve our customers, providing them peace of mind and helping them live healthier, longer, better lives in this particularly difficult time.”

The launch of the VFTF new way of working follows a series of activities and measures launched by AIA Cambodia during the COVID-19 pandemic outbreak to support the economy and people’s livelihoods. AIA employees are equipped with laptops that enable remote working to support customer service and business operations without interruption. Customers are being looked after with special coverage that offers financial assistance if diagnosed with COVID-19 and require treatment in the hospital. AIA Life Planners meanwhile are being provided with new technologies, training, communication apps and platforms to help them build a career and make a living.

AIA Cambodia, which is part of AIA, the largest publicly listed pan-Asian life insurance group will continue to play a leadership role in supporting the economy and social development of Cambodia.

If anyone would like to contact AIA Cambodia, they are invited to reach out to the dedicated AIA Client Care team by calling 086 999 242 or messaging the AIA Cambodia Facebook page. They can also be put in touch with an AIA Life Planner for a video call on an app of their choice should they wish to obtain a new policy.

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## **About AIA Cambodia**

AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) is a wholly owned subsidiary of AIA Group Limited (“AIA” or “the Group”), the largest life insurer in the world by market capitalisation.

AIA has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong SAR, Thailand, Singapore, Malaysia, Mainland China, South Korea, the Philippines, Australia, Indonesia, Taiwan (China), Vietnam, New Zealand, Macau SAR, Brunei, Cambodia, Myanmar, a 99 per cent subsidiary in Sri Lanka, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$284 billion as of 31 December 2019. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 36 million individual policies and over 16 million participating members of group insurance schemes.

AIA Cambodia offers market-leading life insurance products and services to meet the growing need for financial protection and long-term savings of people in Cambodia. AIA Cambodia is committed to contributing to the Kingdom’s economic and social development over the long term, and help Cambodians live healthier, longer, better lives.

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