

# QBE Asia builds digital footprint with new insurance initiatives

The firm was awarded with the Digital Insurance Initiative of the Year for both Hong Kong and Singapore

Today's "no-contact" pandemic has challenged businesses to find ways to continue operating and supporting customers, without the need for physical interaction.

This has created an urgency for businesses and industries—many of which have operated unchanged for decades—to digitalise their operations quickly and effectively to ensure business continuity. Going digital creates opportunities for businesses to evolve, enabling them to be more resilient and adaptable to real-time changes in the operating environment.

The QBE team has been working tirelessly to respond to this new dynamic presented by the pandemic, bringing their products online to offer digitalised services that are competitive and in line with customer needs. In recognition of their efforts, both QBE Hong Kong and QBE Singapore have won this year's Digital Insurance Initiative of the Year at the Insurance Asia Awards for their successful foray into digital insurance.

## Delivering for customers amidst highs and lows

QBE Singapore developed its Green Despatch Solution to offer an electronic mode of policy document distribution. It was introduced at the peak of the COVID-19 pandemic to offer a timely solution for customers.

The Green Despatch Solution helps alleviate the burden of menial, repetitive, high-volume tasks for employees. Using Robotic Process Automation technology, the bot at the heart of the solution is primed to pick up, encrypt and share documents with customers electronically, whilst also shifting the claims and advisory processes online for greater overall convenience and a better customer experience. This in turn also speeds up documentation and claims processes, ensuring customers get the assistance they need quickly and seamlessly.

"The Green Despatch Solution speaks to our drive towards developing customer-centric policies and solutions that provide more convenience, and are also reliable, and value-adding. These solutions drive



CEO Ronak Shah

increased team efficiency and productivity, enhancing our broader value proposition to business partners, intermediaries and in turn our clients. More importantly, it allows us to securely and simultaneously run our business with minimal disruption whilst introducing more sustainable practices into our everyday operations," said

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Ronak Shah, CEO of QBE Singapore.

The evolving needs of QBE Hong Kong's customers have also been at the forefront of the team's product decisions. Following its successful roll-out of the award-winning Digital Claims platform for Travel and Domestic Helper insurance in 2019, it decided to extend the benefits to a wider audience and launch an



QBE Regional Head of Distribution for Asia and North Asia CEO Lei Yu

all-in-one digital motor claims platform. This gave customers the option to directly file motor claims online and enjoy reduced premiums in the long run, providing them with a swift, reliable, and cost-efficient platform. QBE's panel repairers and appointed adjusters are also able to be connected through the platform, ensuring a seamless and integrated digital experience. Another benefit is that claims processing is now made more environmentally friendly as it limits reliance on paper-based documentation.

## Picking up the pace

These innovations are just the beginning. There is a growing need for insurance products and negotiated underwriting to be optimised to mitigate sudden occurrences and the uncertainty they create.

QBE Singapore and QBE Hong Kong are pursuing a path towards greater digitalisation. The firm continues to enhance its digital approach by expanding reach via its online end-to-end transaction platform, Qnect, as well as enhancing its digital claims platform and launching the electronic dispatch solution to ensure business continuity with their partners and customers.

QBE Singapore's Green Despatch Solution is just one element in its 2020 digital roadmap, which will see a series of products and services being pushed out for the B2B and B2B2C sectors.

Similarly, QBE Hong Kong's launch of the digital motor claims platform in mid-March 2020 has been met with a strong reception, with 549 claims applications processed and 92% positive user ratings. This is set to grow at pace.

"Our customers' needs are always changing, and it is vital that we continue to excel in creating value-added solutions for our business partners and customers. As an insurer, our focus is using digital technology and innovation to provide more value-added, convenient and timely end-to-end insurance service for our personal line insurance customers," said Lei Yu, Chief Executive Officer for North Asia and Regional Head of Distribution for QBE Asia.

Even as firms find themselves knee-deep in fighting the long-term effects of COVID-19, the most lasting—and possibly positive—impact of the pandemic will be the rapid shift it necessitates towards technology and digitalisation. This will determine the future customer engagement and experience in insurance.