



## FTLife digitizes end-to-end processes with mobile sales tool on next-generation insurance platform



### Company overview

FTLife Insurance Company Limited (FTLife) is one of Hong Kong's most well-established life insurance companies and a wholly-owned subsidiary of NWS Holdings Limited. It serves individual and institutional clients from a diverse portfolio of financial protection and wealth management products. Capitalizing on a heritage of professionalism and excellence in serving clients, FTLife seeks to become a leading insurance group in Asia.

### Challenges

The insurance market is more competitive than ever, forcing insurance companies to adopt a customer-first and forward-thinking approach to stay ahead of the curve. With InsurTech reshaping the industry, FTLife aims to combine traditional insurance operations with cutting-edge technologies for greater market competitiveness. FTLife seeks to develop a robust IT platform with specially-designed mobile application for digitizing core buying processes to provide more flexible services and modern experiences for winning mobile-first customers.

### Challenges

- Increase market competitiveness with InsurTech
- Digitize core processes to create modern experiences for winning mobile-first customers

### Solutions

- Next-generation insurance platform and mobile sales tool

### Value created

- Achieve straight through processing via the specially-designed mobile app
- Shorten sales cycle and generate more sales
- Enable seamless online and offline access with automatic two-way synchronization
- Enhance customer experience with faster quotation and contractual process

**At its core, insurance is an industry fueled by changes, in which technologies and innovations play a critical role in winning the mobile-first customers. By deploying the mobile sales tool of the next-generation insurance platform developed by PCCW Solutions, FTLife is offering more business value and better customer experiences to drive growth.**

## Solutions

Riding on the cutting-edge technology and solid industry domain, PCCW Solutions was appointed by FTLife to design and implement the next-generation insurance platform integrated with mobile sales tool. Mobile technologies and automation tools are implemented to simplify the sales process of complex insurance products and obtain higher business growth.

The platform supports straight through processing to digitize customer journey end-to-end. Through the specially-designed mobile application, FTLife’s agents and brokers can enter customer’s personal information, conduct needs analysis, get instant quotation, complete Know-Your-Customer process, accept premium payment, submit and complete the application through the digital channels.



Leveraging modern technologies and rigidly designed calculation rules, the platform provides greater insights to customer requirements and expectations, and ensuring proposition for customers is meeting their needs.

The mobile sales tool supports online and offline access, optimized for onsite meetings where internet coverage is not guaranteed and with simple and intuitive user interface to make it user-friendly.

## Value created

Empowered by the next-generation insurance platform, the specially-designed mobile sales tool transforms producers’ selling journey and improves productivities by shortening the typical selling cycle with faster quotation and contractual processes. The mobile sales tool empowers FTLife to effectively deepen customer engagement across all digital channels, creating modern experiences that attract next-generation policyholders.

With process automation, FTLife can achieve substantial cost saving and speed up time-to-market. The simplified core systems enable easy configuration of products, accelerating product launch from weeks to days and fastening response to the dynamic market needs. The solution enables seamless online and offline access with automatic two-way synchronization, enabling the

seller to serve clients anytime, anywhere. Data synchronization enables information analysis, facilitating the recommendation and decision-making processes.

With its excellence in use of advanced technologies to provide enhanced services digitally, FTLife received the ‘Mobile Usability – Outstanding Award’ at Bloomberg Businessweek/Chinese Edition ‘Financial Institutions Awards 2019’ and the ‘Outstanding Online Platform Award (Life Insurance)’ at Metro Finance Greater Bay Area Insurance Awards – Hong Kong Region 2019.

## About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong, mainland China and Southeast Asia. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.