

# Customer focus as a competitive advantage

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# Key messages

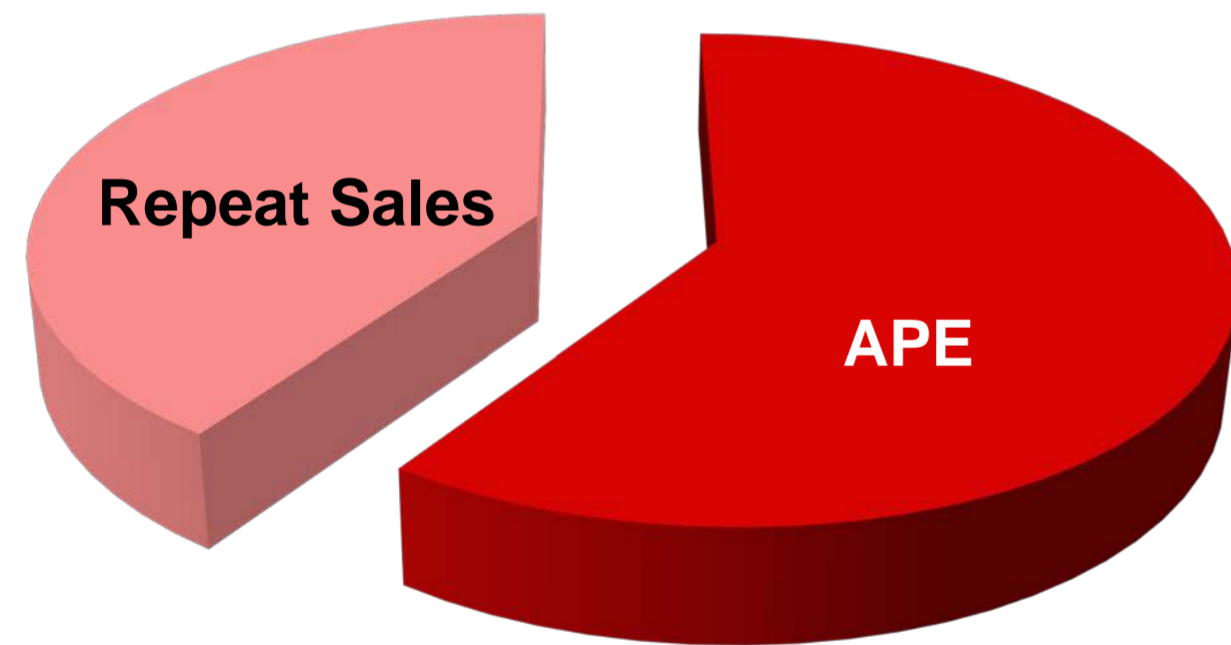
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- **Customer strategy in Hong Kong:**
  - Significant repeat sales
  - Unique bancassurance customer service model
  - Increasing number of affluent customers
  - Customer satisfaction drives persistency and propensity to repurchase
- **Prudential Hong Kong has invested in customer analytics infrastructure which drives significant value in Prudential SCB partnership.**
- **Customer experience programme embedded in Prudential Hong Kong to drive an annual measure, review, improve cycle covering all customer facing aspects of the business.**
- **Prudential is an industry leader in customer strategy, an increasingly important competitive edge in the Hong Kong insurance market.**

# Prudential Hong Kong : Customer

Customer strategy a competitive edge for Prudential Hong Kong

Significant repeat sales  
more than 40% APE



Bancassurance customer service  
model

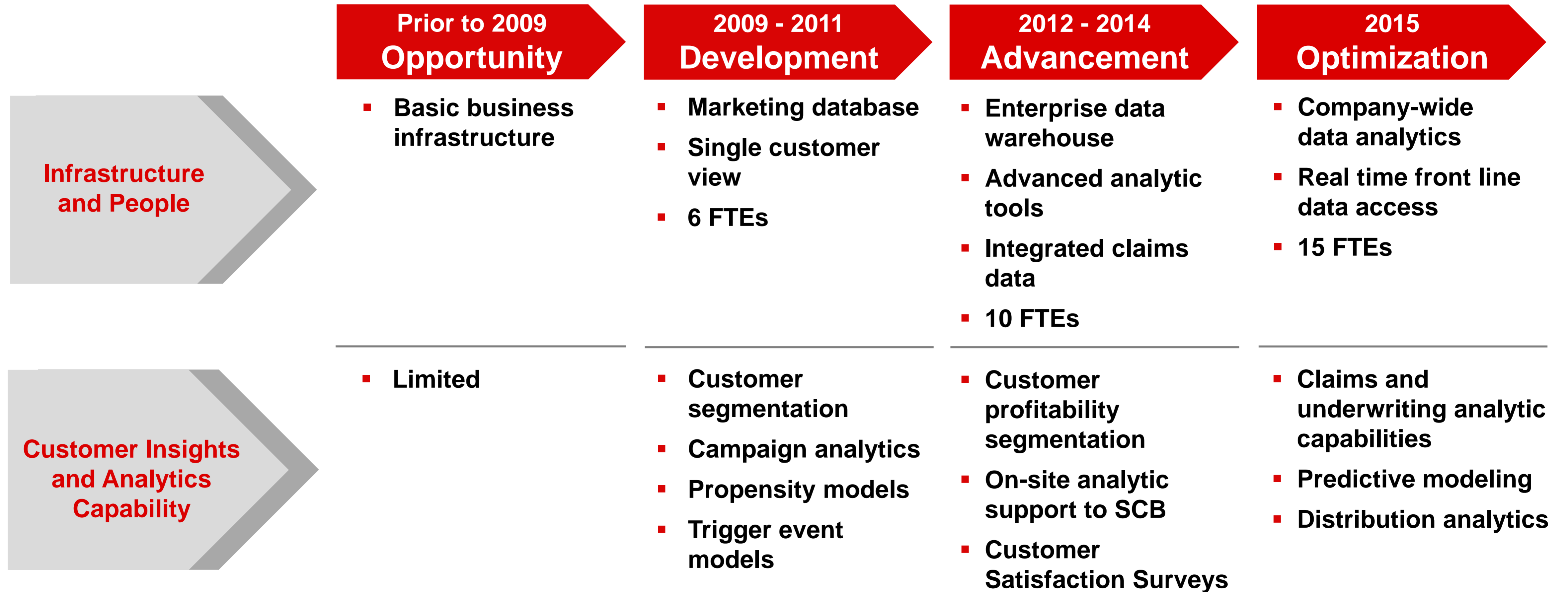


Meeting customer service expectations



# Infrastructure and Analytics : Development

Strong progress developing data & analytics infrastructure



# SCB Partnership: Examples

- Acquisition

**Results:** Modelled leads delivered 375% out-performance vs. distributor driven lead selection. New to Prudential insurance customers up 17% for campaign period

- Expansion

**Results:** Modelled leads delivered 520% out-performance vs. distributor driven lead selection. PRUcrisis cover protector now a material part of Prudential FSM production

- Retention

**Results:** Achieved VIP retention rate of 98%

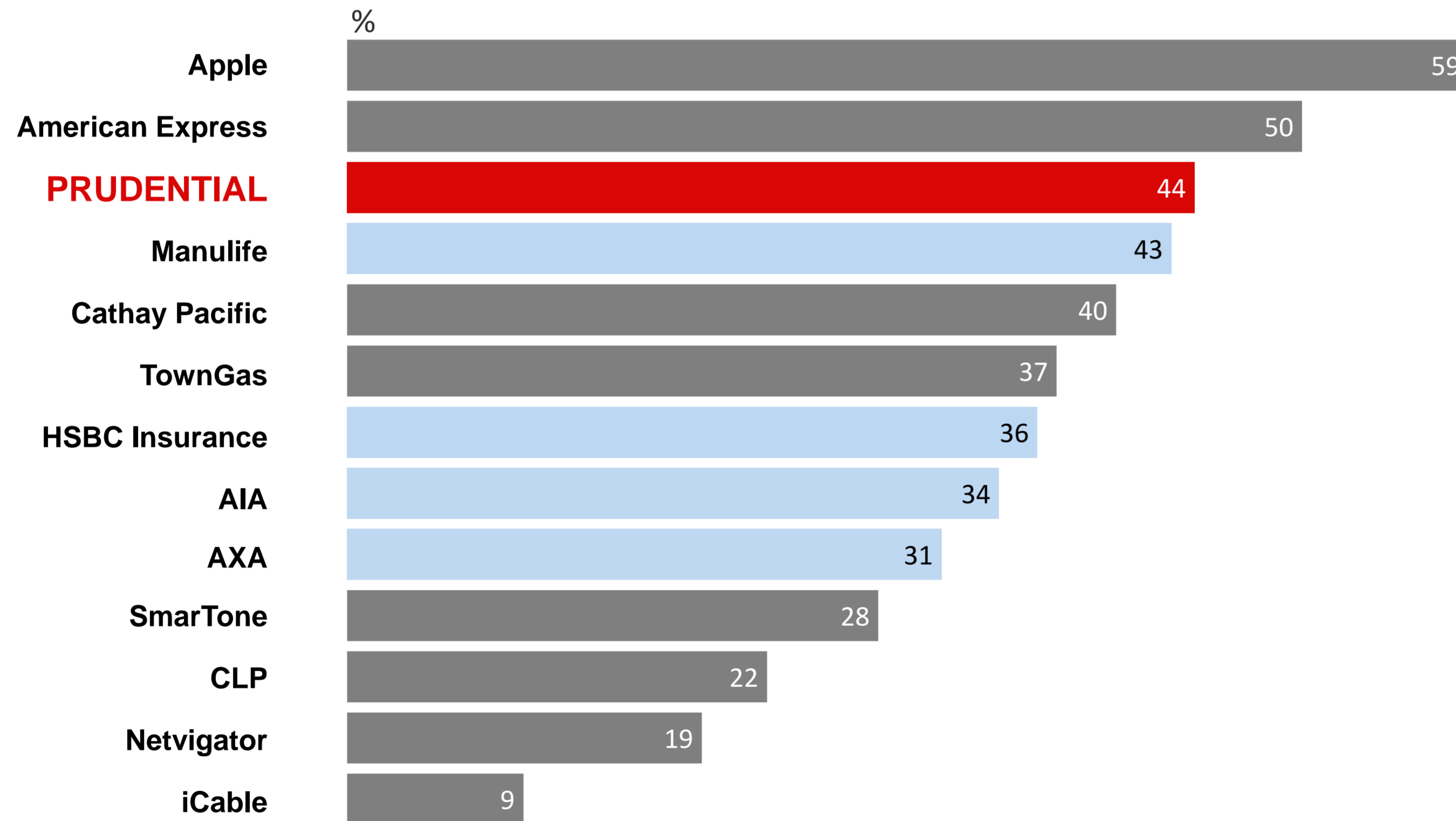
- Win-back

**Results:** Modelled leads delivered 233% out-performance vs. distributor driven lead selection. Around one third of maturing customers converted to new savings plan

# Customer Experience : Prudential Hong Kong

## Prudential Hong Kong outperforms insurance competitors

Q. How would you rate the overall performance of services of ...?



Base: All respondents (1,658, Customers of: Apple (156), American Express (49), Standard Chartered (415), Manulife (82), Cathay Pacific (166), TownGas (204), HSBC Insur.(559), AIA (86), AXA (80), SmarTone (239), CLP (161), Netvigator (208), iCable (167); 2013: All respondents (1,168),

# Customer Experience : Measuring Customer Satisfaction

CSAT has led us to make a number of improvements to our business

## 1 Overall customer experience

Customer experience

- Overall performance
- Recommendation
- Repeat purchase
- Competitive advantage

## 2 Importance of touch-points

Performance & importance of service/product

- Acquisition & expansion
- Sales person servicing
- Customer Service Center
- Call Center
- Administration
- Claims
- Online

## 3 Performance on touch-points vs. competition

Prudential performance versus key competitors

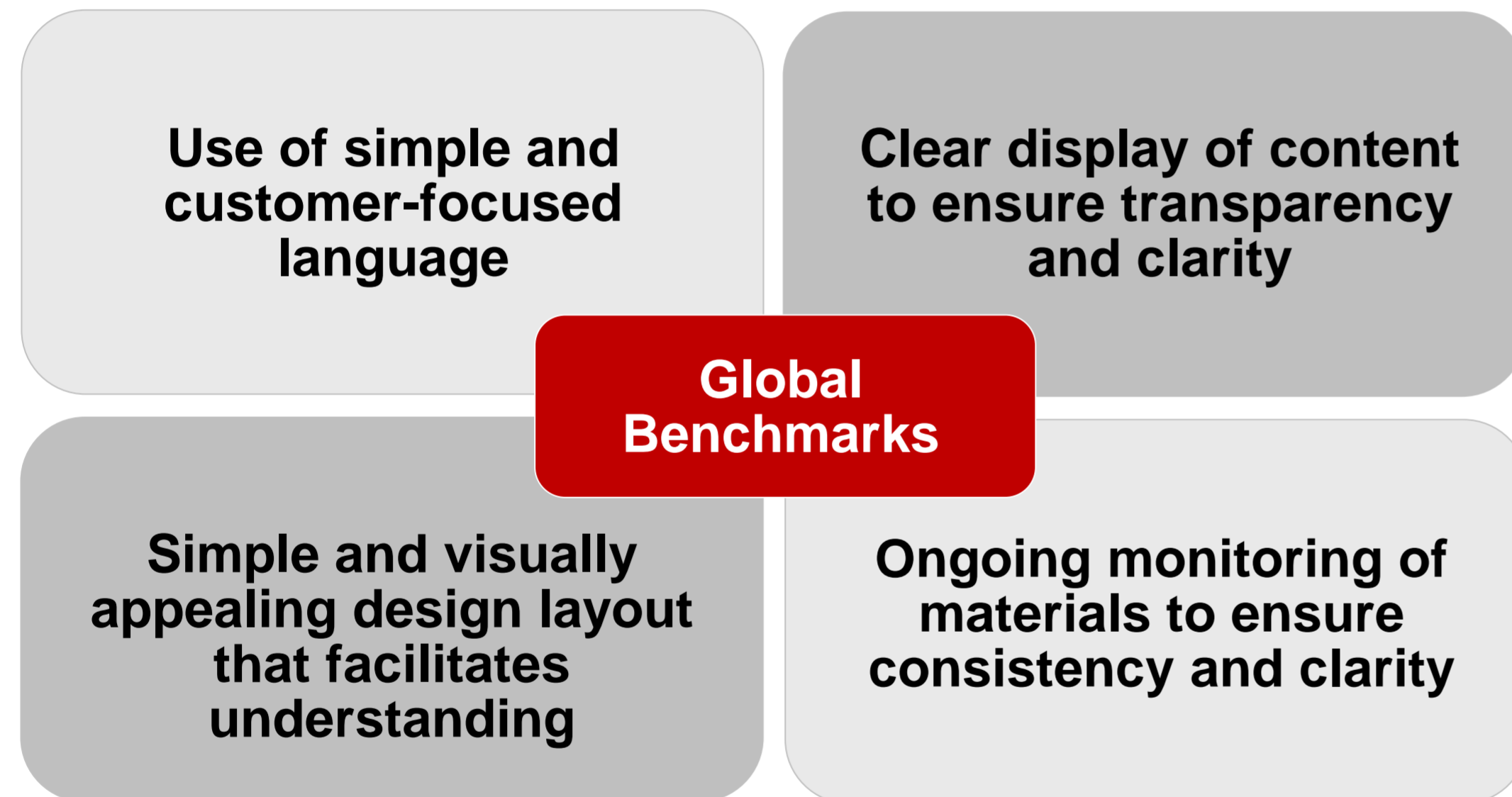
## 4 Channel & other subgroup differences

Preference differences across multiple channels and customer segments

Differences in satisfaction across customer segments

# Customer Experience : Customer-centric Communications

First plain language initiative in the Greater China retail financial services industry



- Prudential Hong Kong implementing Company-wide “plain language” programme covering all customer facing literature and digital materials.
- Rubuss, a UK based customer experience and communications consultancy, appointed to ensure delivery against globally recognized benchmarks.
- Recently introduced consumer protection regulation underscores importance of customer-centric sales support materials.
- Prudential aims to lead the market in terms of ease-of-use and clarity of customer information.



# Summary

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