



Prudential
Seizing
the
Opportunity

Customer Strategy

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Customer needs drive what we do

Competitive advantage through customer centricity

What we do

Analyse



Insights



Opportunities



Drivers



Where we apply it

- Prime segments
- Find / Win / Keep
- Product
- Distribution
- Servicing
- Customer experience

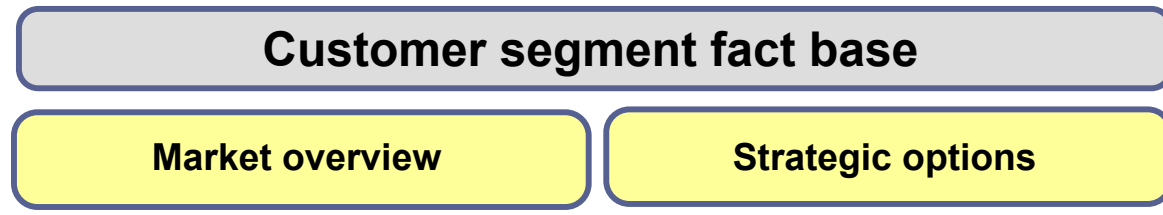
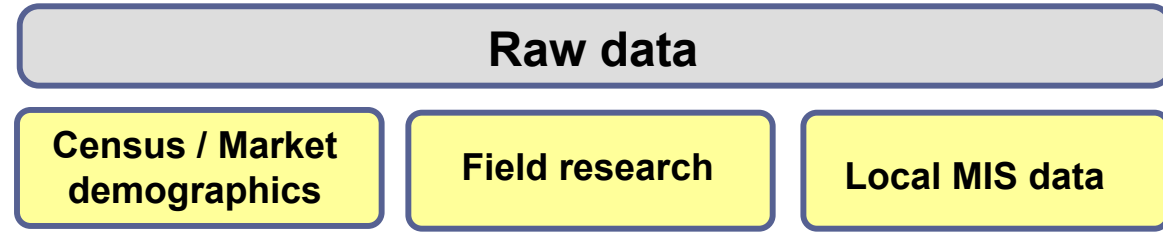
Why we do it

Tangible business benefits



Systematic approach

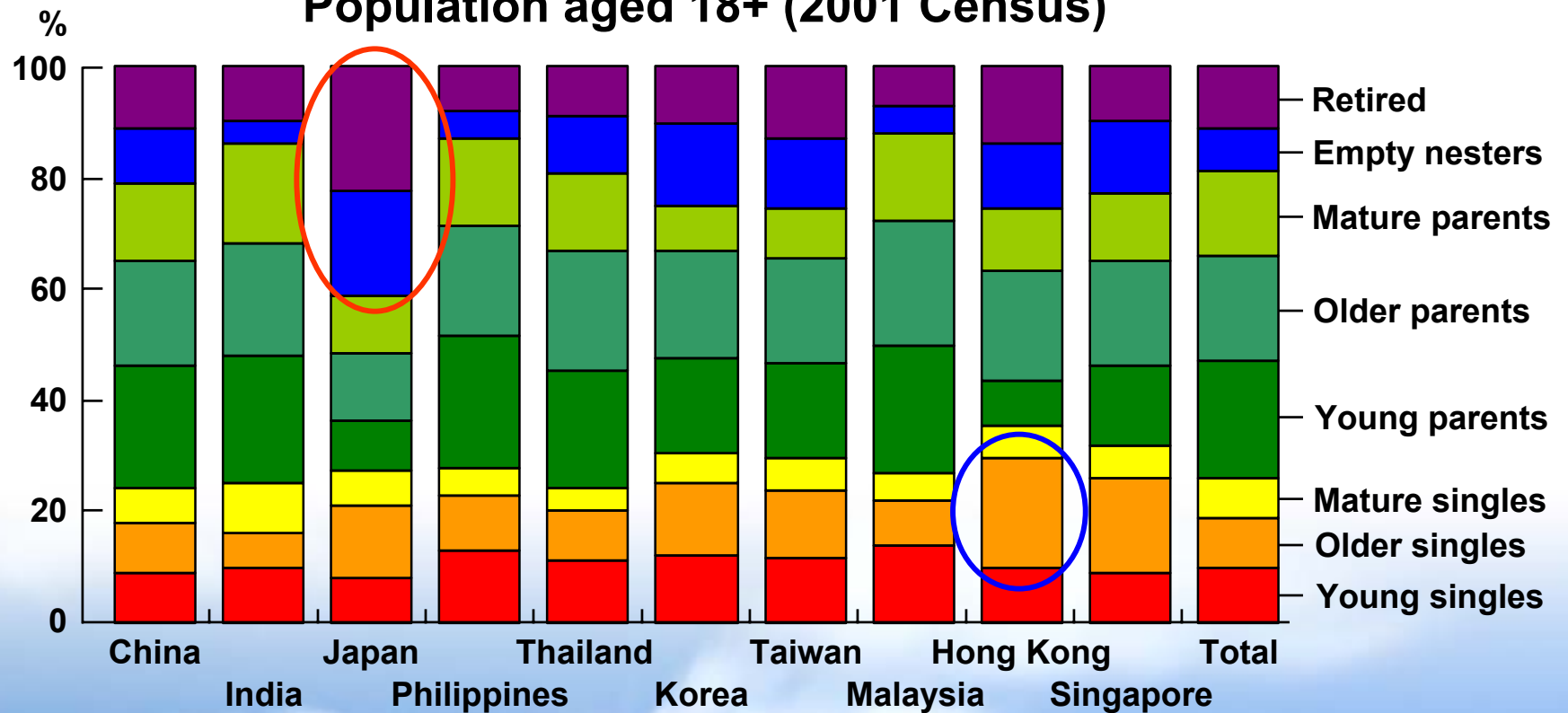
Standardised process applied to each market





Diversity in spreads with all populations ageing

Population aged 18+ (2001 Census)



Size million	842	595	102	40	39	34	16	14	5	2	1,699
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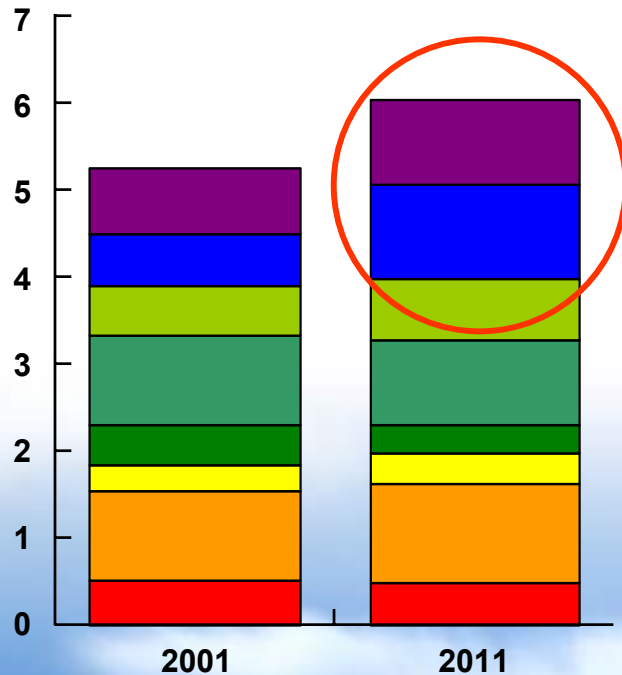
Source : Asian demographics. Census data for Vietnam and Indonesia is unreliable



Opportunities from changing demographics

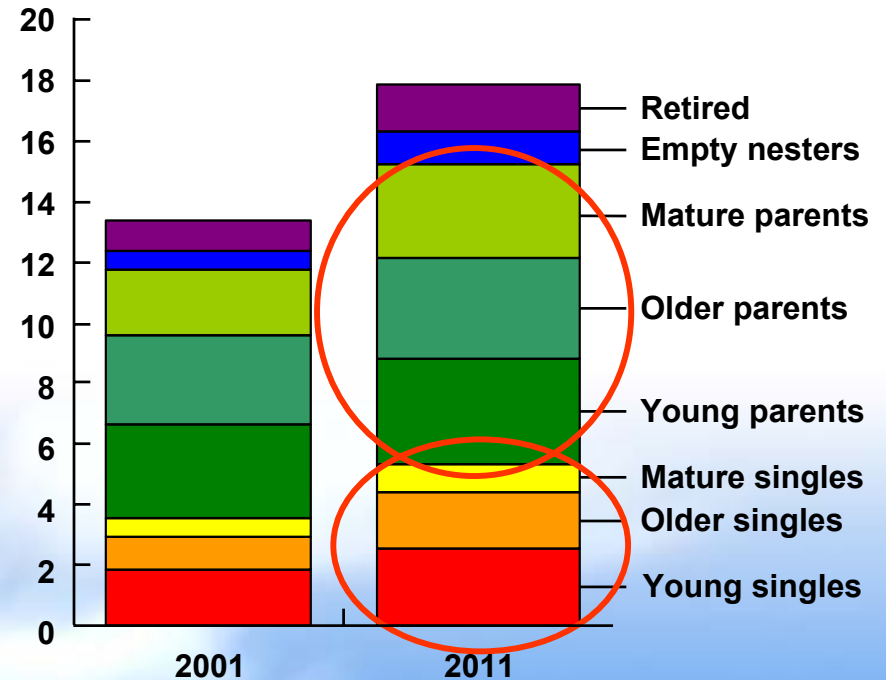
Hong Kong
growth 1.5% per annum

Population million
> Age 19



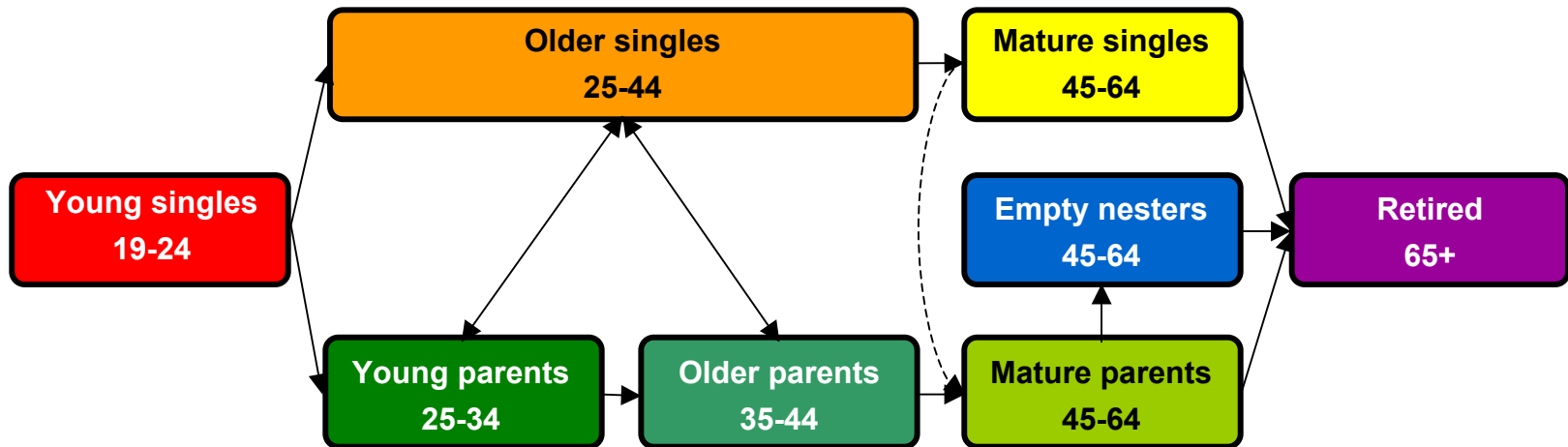
Malaysia
growth 3% per annum

Population million
> Age 19





Life stage trigger events



<p>Primary triggers</p> <ul style="list-style-type: none"> • Starts work • Parents retiring • Found other half <p>Marriage/ Children related triggers :</p>	<ul style="list-style-type: none"> • Move up corporate ladder • Buy car • Buy home • Parents retiring • Death of parents • Marriage • Kids • Kids go to university • Adult education 	<ul style="list-style-type: none"> • Approaching retirement • Death of parents • First major illness • Death of spouse • Marriage • Kids go to university • Kids start work • Kids get married • Kids leave home • Birth of grandchild 	<ul style="list-style-type: none"> • Own retirement • Death of parents • Major illnesses • Death of spouse • Kids start work • Kids get married • Kids leave home • Birth of grandchild
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High cash savings in banks across all segments

Hong Kong allocation of disposable savings



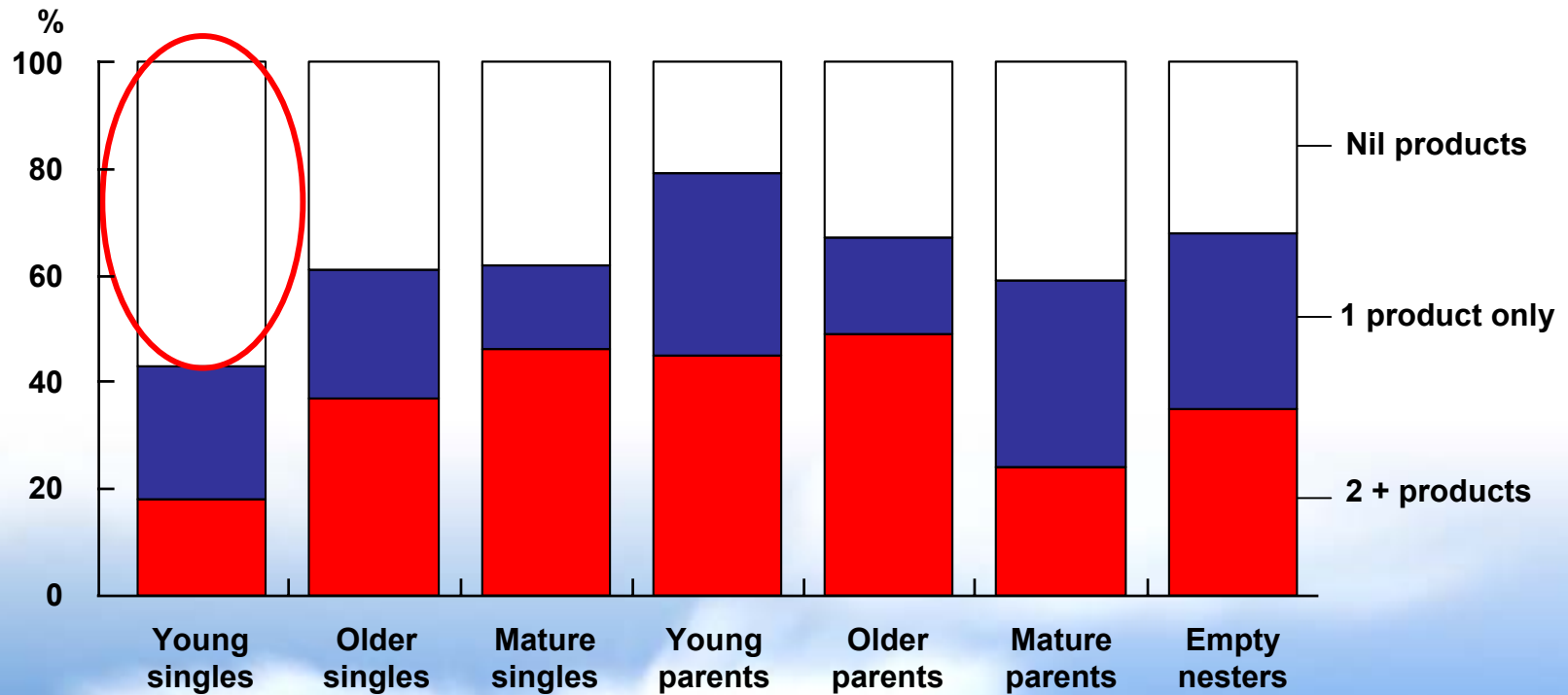
Note : Excludes savings in real estate property

Source : Prudential Research



Opportunities within and across segments

Hong Kong life insurance product holdings in the affordable sub-segment





Customer knowledge drives ...

**Segment
strategy**

Value-based market strategies

**Product
development**

Regional product lab

**Distribution
strategy**

Segment access strategies



Customer knowledge drives ...

**Customer
profiling**

Segment based customer profiling

**Life stage
servicing**

PruNurture programmes

**Customer
experience**

*Regional customer experience
programme*



Why we do it

Significant business benefits

