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PRESS RELEASE

Generali Vietnam introduces revolutionary customer experience with GenClaims

HCMC, 28/03/2018 – Generali Vietnam Life Insurance Limited Liability (Generali Vietnam) has just started a “revolution” in customer experience in insurance with the launch of its new claims processing application GenClaims. With GenClaims, there is no need for customers to come to Generali offices or wait until their original claims documents have been received. All they need is a smart phone to submit the claims request in 5 minutes, to get a response from Generali within 30 minutes, and in most cases, approved claims will be paid within 24 hours.

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Ms. Tina Nguyen, CEO of Generali Vietnam remarked: *“Since the launch of GENPS - our customer satisfaction survey app, 6 months ago, we have gathered a large number of valuable feedbacks from all customers. This serves as a reliable basis for us to devise a plan to implement a number of customer-related initiatives with a goal of continuously improving customer experience. Simplifying claims process is one of our top priorities, due to its significant impact to customer satisfaction. GenClaims is not only about technological advancement, but also about changing our mindset, policies and processes in accordance with Generali’s motto of “Simpler, Smarter, Customer centric”. We are delighted and proud to bring this new experience of care and convenience to our customers.”*

With the objective of providing the most convenient service to customers, GenClaims allows Generali customers to:

- Submit any claims requests within 5 minutes of being charged, anywhere, anytime, whenever there is available data or wifi connections;
- Receive response from Generali within 30 minutes (during working hours);
- Communicate directly and conveniently with Generali;
- Track previous claim requests (if any), and other policy information;
- Receive settlement for the approved claim within 24 hours if all the conditions below are met: (i) Policy/Benefit coverage is in-force for more than 2 years and there are no overdue premium payments, (ii) there were no claims recorded within the last 6 months, and (iii) the claim amount is not more than 5 million VND. This represents the majority of claim cases.



Being one of the very first customers to use the app in the first week after launch, Ms. Vu Thi Đ. from Dak Lak, Vietnam remarked: *“It was very fast. I sent photos of documents and received the claim acceptance message from the Company within just 15-20 minutes. This application has helped me save time as well as the anxiety of waiting for claim decision from the Company.”*

Claim process is often insurance customers’ main concern and therefore serves as a measurement of service quality of insurance companies. With GenClaims, Generali Vietnam once again reinforces its strategy and commitment in making itself known in the market for superior customer experience.

Generali Vietnam's strategy of being truly customer centric is well supported by Generali Group, the only insurance company to be included in the “Top 50 Smartest Companies” in the world by MIT Technology Review in 2015. Generali was also voted one of the 100 most sustainable companies in the world by the Corporate Knights ranking in 2017. Generali places a strong emphasis on customer centricity and is proud that Generali’s Net Promoter System has been recognized as world’s best by Medallia – a global leader in Customer Experience management, consulting and software, in 2017.

GENERALI GROUP

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world’s leading insurers and is present in over 60 countries, with total premium income exceeding €68 billion in 2017. With nearly 71,000 employees in the world and 57 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in Central and Eastern Europe as well as in Asia. In 2017, the Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

GENERALI VIETNAM

Being a member of Generali Group, Generali Vietnam currently has a nationwide network of over 60 GenCasa (agency offices) and customer service centers, serving approximately 200,000 clients after more than six years of operations. In recent years, Generali Vietnam has been one of the fastest growing companies within Generali Group and in Vietnam and currently ranks sixth among life companies in the market in terms of new business premium.

Generali Vietnam commits to bringing world-class quality insurance through innovative



product offerings, wide distribution network and revolutionary customer experience. Generali takes pride in our strong focus on customer experience and has been rewarded 2017 Best Customer Service award by International Finance Magazine, 2017 Excellent Brand award by Vietnam Enterprise Development Science Union and 2017 Golden Dragon Award by Vietnam Economics Times.