

MEDIA RELEASE

Great Eastern Ups the Ante to Equip Agency Force with Latest Digital Tools to Elevate Customer Advisory and Experience

Singapore, 8 April 2019 – At a media session held earlier today, Great Eastern shared details on initiatives it recently rolled out to equip its agency force to take customer advisory and customer experience to the next level.

Central to this is the company's investment in Great Digital Advantage – a digital platform to equip its agency force to serve customers into the digital future, and in tandem, enhance agency efficiency, productivity and professionalism.

The digital capabilities currently launched on the platform are:

- **GreatAdvice** – A highly interactive financial planning tool based on a Life Storyboard concept, the first-of-its-kind in the market. With this, Great Eastern financial representatives are better positioned to provide more value-added guidance to customers to make more informed decisions regarding their needs, providing a more engaging and seamless customer experience.
- **GreatPlanner** – Enables financial representatives to better manage their sales activities and monitor sales performance results at a glance. This will significantly improve overall productivity and efficiency.
- **GreatPortfolio** – Customers' insurance policies can be captured with a snap, seamlessly consolidating their entire policy portfolio. This enables financial representatives to have a complete overview of their customers' policies and be able to identify and plug protection gaps more effectively.
- **Gerica** – With this chatbot, financial representatives can obtain more timely answers to their queries around-the-clock, greatly reducing their turnaround time to respond to customers.

- **Micro Learning** – Offers comprehensive bite-sized E-learning on-the-go to help financial representatives enhance product knowledge and core competencies.

The Great Digital Advantage platform has been well received by customers and financial representatives.

Shared Great Eastern customer Darryl Koh, a financial analyst with a bank, “I found the user interface for GreatAdvice interesting and attractive. This made the advisory process with my financial representative more interactive and engaging. We were able to create my Life Storyboard together which enabled me to make more informed decisions to plug the gaps regarding my protection and financial needs.”

Added Ken Wong, Regional Head, Human Resources, “GreatAdvice struck me as a ‘wow’. I really like all the interactive features. It’s easy on the eyes and it made the entire advisory process fun!”

Yeoh Cheng Huann, Financial Services Director with Great Eastern, said, “GreatAdvice is a great platform that enables us to work hand-in-hand with our customers to obtain deeper insights into their needs more seamlessly and in a more engaging manner. At the same time, it increases our productivity and efficiency.”

Kristiana Anthon, Executive Senior Financial Consultant with Great Eastern, commented, “GreatAdvice is easier to use and more efficient and helps our customers visually understand how the different Great Eastern plans can benefit them at different stages of their lives.”

Commented Ben Tan, Managing Director of Regional Agency/FA and Bancassurance, “Digitalisation presents vast opportunities for us at Great Eastern to help the community bridge their protection and financial gaps. We recognise that our agency force plays a significant role to help deliver our brand promise to our customers.

We have spared no expense to provide the ‘software’ and ‘hardware’ to help them deliver on their promise. Great Digital Advantage is a game changer, transforming the way our agency force engages with customers, taking financial advisory and customer experience to the next level.

With our Great Digital Advantage, end-to-end, we now enjoy the distinction of being the most 'digitalised' insurer.

Additionally, we have also ramped up our training as well as onboarding programmes. We recently piloted #GreaterWay, an innovative year-long onboarding programme for new financial representatives which features best-in-class training materials and dedicated coaching.

Infrastructure-wise, we have also invested in the next generation state-of-the-art agency premises at Paya Lebar Quarter which will be ready in the second half of 2019. This will cater both for the expansion of our agency force as well as accommodate our financial representatives who will be moving from our Changi agency branch office.

Work is also underway for our Great Eastern Discovery Centre which will be housed at our headquarters here. The Centre will feature zones where potential joiners can discover the exciting opportunities which await them when they embark on a career with Great Eastern. We have plans to have a premier lounge where our representatives can host customers and share more about our financial solutions.

On the solutions front, we will continue to design and offer innovative products to meet the evolving needs of our customers, adding to our comprehensive range. Slightly over a week from now, we will be rolling out two exciting investment-linked plans and there will be more in the pipeline before the middle of the year.”

Ryan Cheong, Managing Director of Digital for Business, shared, “The interactions between our financial representatives and the customers are amongst the most important touchpoints in our business.

We hope to see the Great Digital Advantage digital platform enable our representatives to transform the way they work and serve our customers into the digital future.

The rise of the digital customers means we have to relook at our own view of how customers will see our representatives and the company. Customer centricity has to move beyond the touchpoints to all aspects of our business.”

About Great Eastern

A market leader and a well-established trusted brand in Singapore and Malaysia, Great Eastern was founded in 1908. With S\$85.0 billion in assets and over 4 million policyholders, it has three successful distribution channels – a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia and Brunei and has a presence in China as well as a representative office in Myanmar.

It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited and Great Eastern General Limited have been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has more than 570 branches and representative offices in 19 countries and regions. These include over 300 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macao under OCBC Wing Hang.

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