

PRESS RELEASE

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AXA CUSTOMER DAY GOES NATIONWIDE TO SHOW APPRECIATION TO CUSTOMERS

Great customer service means closer interaction with customers, to listen to what they have to say, and be there to assist them. As part of its continuous efforts to enhance customer experience, AXA Affin General Insurance Berhad (AAGI) recently celebrated **AXA Customer Day 2017** at its Customer Service Centre at Wisma Boustead, Kuala Lumpur on 13 April 2017. This event was created by AAGI as a platform to show appreciation, interact and gather feedback from customers, in a casual and fun environment. AAGI is hosting AXA Customer Day for the second consecutive year.

“We had a great time interacting with our customers in last year’s event, where all our executive members personally served customers at our Customer Service Centre. This year we are back with our Head of Departments as a show of commitment to putting customers first at all levels of the organization. As part of our vision to transform from being a *Payer* to a *Partner*, this is a great avenue for us to have more frequent and meaningful interactions with customers,” said Emmanuel Nivet, Chief Executive Officer (CEO) of AAGI.

It was a fun-filled day of food, activities and casual chatter between AAGI staff, customers, agents, their families and children, with the AAGI management team and employees. The AAGI executive committee team, including CEO Emmanuel Nivet, together with various Heads of Departments, were at hand to serve customers including handling walk-in enquiries, customer calls, purchase and renewal of policies. Customers were also engaged in open conversations with the AAGI management and staff, a welcoming occasion to provide feedback on their lifestyle and insurance needs.

AAGI also recently became the first general insurance company to launch personalized videos as welcome notes and renewal reminders to customers. On the customer service front, AAGI also redesigned its Interactive Voice Response (IVR) system for its customer service helpline to reduce the service menu layers, and adopted more customer-centric service options, enabling customers to reach an AXA representative 8 seconds faster. On the digital front, AAGI has various automation projects planned in 2017 to deliver faster and more responsive service for customers. These transformation efforts have gained AAGI increasing recognition as it took home the International General Insurer of The Year award at the Insurance Asia Awards 2016.

“Only by having closer conversations with our customers, can we truly understand what really matters to them, and how we as a partner can help. AXA Customer Day, along with our personalization and platform automation, are all initiatives that bring us closer to our customers and empower them,” added Nivet.

The event at AAGI’s Kuala Lumpur Customer Service Centre is the first of a series of celebrations nationwide in 2017. Coming up next, AAGI will bring the celebrations to eight more branches nationwide: Petaling Jaya (14 April), Puchong (21 April), Penang (20 April), Ipoh (28 April), Seremban (9 May), Malacca (12 May), Johor Bahru (18 May), and Kota Kinabalu (16 May).

The full calendar of upcoming events can be found at www.axa.com.my or at the AXA Affin Insurance Malaysia Facebook page.

About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad was incorporated in Malaysia on July 12th, 1975 as a licensed general insurance company. It is a joint venture between AXA Group and Affin Holdings Berhad, one of the leaders in Malaysia’s financial services industry. Prior to that, companies that now form part of the AXA Group, operated in Malaysia for a period stretching back to 1874.

About AXA Asia

AXA Asia is a market leading insurance player offering a differentiated composite proposition in Life and General Insurance with operational presence in Hong Kong, Singapore, Indonesia, China, India, Malaysia, the Philippines, and Thailand. AXA Asia is part of the AXA Group, headquartered in Paris and a worldwide leader in insurance and asset management with a presence in 64 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 107 million clients in 64 countries. In 2016, IFRS revenues amounted to Euro 100.2 billion and IFRS underlying earnings to Euro 5.7 billion. AXA had Euro 1,429 billion in assets under management as of December 31, 2016.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA’s American Depository Share is also quoted on the OTC QX platform under the ticker symbol AXAHY.

The AXA Group is included in the main international SRI indexes, such as Dow Jones Sustainability Index (DJSI) and FTSE4GOOD.

It is a founding member of the UN Environment Programme’s Finance Initiative (UNEP FI) Principles for Sustainable Insurance and a signatory of the UN Principles for Responsible Investment.

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