

DIGITAL AND FINANCIAL SERVICES

AXA Group Operations enhances Greater KL

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AXA Group Operations has made substantial investments in Greater Kuala Lumpur (Greater KL), significantly contributing to employment and economic growth.

These investments have also bolstered the region's digital and financial services.

The company has introduced several digital solutions, mobile applications and innovative tools for risk assessment and underwriting.

It has invested in advanced data analytics, artificial intelligence (AI), and secure GPT, a platform designed to harness the power of generative AI while ensuring data safety and responsible use.

The recent developments align with AXA Group Operations' strategic goals, enabling the company to remain competitive, deliver more tailored and efficient services, and enhance customer satisfaction and loyalty.

These technological innovations support AXA Group's long-term vision of becoming a more agile and customer-centric organisation. By embracing digital solutions, AXA aims to lead in the insurance and financial services industry while contributing to the broader digital transformation of the sector.

"We are excited about the opportunities in Greater KL, focusing on digital innovation and technology innovation, talent development, and sustainable practices. Our plans re-

volve around investing in digital transformation, continuing to foster partnerships with local academic institutions and integrating sustainable practices into our operations to contribute to the community's development and environmental sustainability," said David Paget, AXA Group Operations general manager of Malaysia and Indonesia and head of Asia and Africa market.



David Paget



Datuk Muhammad Azmi Zulkifli

AXA Group Operations, a key player within the global AXA Group, operates as a shared service centre with a skilled team of about 200 employees in Malaysia.

It places strong emphasis on digital transformation and innovation, positively impacting the local ecosystem by nurturing technology and expertise in the financial and insurance sectors.

Noteworthy accomplishments include internalising the knowledge and expertise of key IT products and technologies used globally within AXA, forming strong partnerships with local institutions and engaging in corporate social responsibility (CSR) initiatives.

Partnerships with local universities for internship programmes

AXA Group Operations has collaborated with top technology-oriented universities through initiatives like the Internship Programme 2024, aimed at providing work experience and training for students and recent graduates in the technology field.

This programme helps partici-



Executives visiting AXA Group Operations Malaysia with colleagues from Indonesia, Hong Kong and Japan.



Cybervengers is an AXA Group Operations CSR initiative.

pants become industry-ready professionals, meeting both local ecosystem needs and the group's talent acquisition and retention objectives.

"We hope this will positively impact the ecosystem and AXA by contributing to the cultivation of a talent pool that meets industry demands and supports the company's long-term talent acquisition and retention objectives," said Paget.

The company engages with the local workforce through various talent acquisition and development initiatives, such as career fairs, aimed at enhancing the talent pool.

"We're able to put that into practice with initiatives such as our internship programme. Internally, we have Global Talent Development Programmes, which are designed to support personal and leadership development journeys. Our ambition is to nurture a community of future leaders at AXA Group Operations Malaysia, enhancing the skills and capabilities of the workforce and contributing to the growth and development of talent."

High CSR initiatives

AXA Group Operations' CSR initiatives, such as the Cybervengers programme, are designed to promote cybersecurity education and training for children and teenagers, increase cyber risk awareness and digital literacy, leading to positive community outcomes.

Through the Cybervengers initiative, AXA Group Operations has partnered with InvestKL and ADAB Youth Garage to enhance cyber awareness among the marginalised



An event empowering cyber awareness through Cybervengers, an AXA Group Operations Malaysia collaboration with InvestKL and ADAB Youth Garage.

group. This includes educating teenagers about Internet safety and how to avoid potential online dangers.

InvestKL chief executive officer Datuk Muhammad Azmi Zulkifli commended AXA Group Operations' efforts to improve cyber awareness among the B40 community, demonstrating its commitment to digital literacy and community betterment.

"This collaboration aligns with Greater KL's goals of inclusive growth and technological advancement, contributing to a safer and more empowered society. As a project partner of AXA Group Operations in the Cybervengers initiative, InvestKL is proud to support its commendable CSR efforts, helping to maximise the programme's reach and effectiveness."

Additionally, AXA Group Operations donates used notebooks to support the learning and development of schoolchildren in B40 community schools, contributing to educational empowerment.

The company also actively engages in recycling programmes and invites international humanitarian and non-governmental organisations like Tzu Chi to conduct talks and awareness sessions for its teams, promoting responsible waste management and recycling practices.

These initiatives align with the company's corporate values and significantly contribute to commu-

nity development and environmental responsibility. By engaging in educational empowerment, cyber awareness, recycling initiatives and environmental conservation, AXA Group Operations aims to foster a more sustainable and inclusive society while minimising its environmental footprint and positively impacting regional wellbeing.

AXA Group Operations is dedicated to sustainability and environmental responsibility through specific green initiatives and practices aimed at minimising its ecological footprint. This includes sustainable procurement practices that involve sourcing environmentally friendly products, prioritising suppliers with sustainable practices and reducing the environmental impact of its supply chain operations.

The company also promotes environmental awareness and education among its employees, cultivating a culture of sustainability and fostering responsible environmental practices within the workplace.

"This encompasses supporting farmers and partnering with vendors who offer eco-friendly alternatives to disposable plastics at our events, aligning with our steadfast commitment to sustainability and environmental responsibility.

"Furthermore, we have successfully replaced single-use cups in the office with sustainable and reusable alternatives, making consistent strides in our environmental initiatives."