

Allianz spurs growth, innovation with Greater KL

Group plans to strengthen market presence and distribution capacity

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ALLIANZ Malaysia Bhd is dedicated to sustaining and accelerating the growth of its subsidiaries across the country, with a particular focus on Greater Kuala Lumpur (Greater KL).

According to chief executive officer (CEO) Sean Wang, subsidiary Allianz General Insurance Company (Malaysia) Bhd, a market leader in motor insurance, plans to capitalise on its strong position to further strengthen its market presence.

"Our focus remains steadfast on enhancing our products and services to align with the evolving needs of our customers," he told *Business Times*.

On the life side, Wang said Allianz Life Insurance Malaysia Bhd was committed to further strengthening its distribution capacity.

He added that the company was intensifying its agency recruitment through the CEO Programme, in line with the Recruit2Grow theme.

Wang also said Allianz was investing in insurance specialists through its partnership with HSBC and activating its financial adviser channel.

DIGITAL TOOLS

Digital innovation is also a key strategic focus for Allianz, with various initiatives



Allianz Malaysia launched Allianz Eco Quest, an educational empowerment programme designed to inspire eco-awareness and learning motivation in Pulau Tuba, Langkawi.

implemented to enhance process efficiency and improve customer experience.

He said digital-enabled solutions were preferred by the company when it came to process design and reengineering.

"For example, our five-minute policy issuance is a seamless end-to-end new application process; from the time the customer decides to purchase to the time of receiving the policy contract, it can be done within five minutes."

Wang said Allianz had received positive feedback from its distribution partners on the digital tools the company provided, which made sales and servicing more convenient for all.

With this encouraging experience, he said Allianz was continuing efforts to develop more functions for its Allianz 360 agent app.

"This app enables agents to get a complete view of their customers' dealings in near real-time in a user-friendly manner.

"It will further improve the agents'

ability to service their customers with detailed status tracking.

"They can also easily track their sales performance to identify any shortfall, increasing overall productivity," he added.

In 2023, Allianz Asia Pacific (AZAP) opened its regional delivery centre (RDC) based in Greater KL. Then Human Resources Minister Steven Sim Chee Keong officiated at the event.

InvestKL had played a key role in facilitating the company's growth in Malaysia.

With RDC, AZAP will transform its IT services and capabilities into a standardised and industrialised operating model to deliver best-in-class customer experience, accelerate innovation and outperform competition.

InvestKL CEO Datuk Muhammad Azmi Zulkifli said: "AZAP's successful expansion with the launch of its RDC in Greater KL underscores the region's capabilities in supporting global businesses. This strategic move strengthens Allianz's IT services and innovation while reinforcing Malaysia and Greater KL as key hubs for modern services in the Asia Pacific. It exemplifies our commitment to attracting high-value investments and transforming Greater KL into a leading centre for digital excellence and business growth."

Wang said Allianz had introduced a range of innovative digital solutions to optimise customer experience and streamline operational processes in recent years.

The innovations include the MyAllianz app and portal for easy insurance policy management, Aida, an AI chatbot for handling basic enquiries, and the Allianz 360 mobile app for real-time customer interaction access.

The company also launched an enhancement of Allianz Life's e-know your customer verification process, which utilises optical character recognition, facial recognition, and optional video calls to issue simple policies in five minutes.

"These advancements not only align with Allianz's strategic objectives but also support the company's long-term vision by bolstering customer engagement, enhancing operational efficiency



Allianz Malaysia supported Malaysia's contingent to the 10th International Abilitympics in France, in partnership with the Malaysian Council of Rehabilitation (MCR).

and delivering innovative solutions tailored to the digital era's evolving demands," he said.

COLLABORATIONS AND TALENT DEVELOPMENT

On government agency collaborations, Wang said the Rahmah Insurance Initiative was an effort between the government and Allianz aimed at offering affordable financial protection to all Malaysians.

He said Allianz was among the first insurance providers to launch a product that was part of the Rahmah Insurance Initiative.

Allianz's Rahmah Insurance basket consists of five products.

Wang also explained that Allianz Malaysia had renewed its partnership with the National Sports Council to support the national para athlete programmes until December 2028.

He said this stemmed from the partnership Allianz established with the Worldwide Olympics Partner Programme in 2021 and the Paralympic Movement, which began in 2006.

In terms of talent acquisition and development, Wang said Allianz's Employer Value Proposition included four pillars: career development, health and wellbeing, diversity and inclusion, and planet and society.

The company engages with the workforce through initiatives like career fairs, university collaborations, internship programmes and management associate programmes.

Wang highlighted that these efforts had resulted in significant achievements for the company, such as the EDGE Move Certification for gender equality, being named the Top 26 Leading Graduate Employers in the GTI M100, was honoured with the distinguished title of Employee Experience Champion and the overall Leadership, Learning and Engagement Awards at the Employee Experience Award 2024, and earning seven gold and three silver trophies to seize the coveted title of Overall HR Excellence Awards 2024 winner.

These accolades establish Allianz as an employer of choice in Greater KL.

Allianz also invests in talent development through initiatives such as the

Professional Commercial Underwriters Certification, the Life Office Management Association Programme, and the global #LEAD programme for leadership development.

Employees have access to digital learning platforms via AllianzU — powered by Degreed — and are encouraged to complete an hour of learning weekly aiming for 43 hours annually, alongside opportunities for cross-functional project mobility.

CORPORATE SOCIAL RESPONSIBILITY PROGRAMMES

On corporate social responsibility, Wang said Allianz's efforts were driven by the Allianz4Good Department, focusing on two pillars: social inclusion and sustainable futures.

He emphasised that the department's initiatives centred on education, mental health, community support and development and relief.

Wang also said Allianz prioritised mental wellbeing by providing accessible support for targeted groups and fostering resilience in communities post-pandemic.

He added that the company strengthened communities through funding and employee engagement while responding to natural disasters with financial and medical aid.

In Greater KL, Wang highlighted specific initiatives that align with Allianz's corporate values.

He mentioned about collaborations with Thrive Well on the KAMI Sembang and KAMI Juara programmes to empower mothers and youth in underserved communities.

He also highlighted the support for the deaf community through partnerships with Silent Teddies and participation in the Abilitympics.

Additionally, Wang said Allianz had a partnership with Yayasan Chow Kit to refurbish learning spaces and promote development programmes.

He mentioned the company's commitment to empowering survivors of gender-based violence through the Stitching Forward programme, which provides skills in sewing and business, fostering socioeconomic independence and gender equality in Greater KL.



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DATUK MUHAMMAD AZMI ZULKIFLI
Invest KL
Chief executive officer



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SEAN WANG
Allianz Malaysia Bhd
Chief executive officer