

Press release

Hong Kong, July 23, 2018

AXA Hong Kong is first insurer to launch Transparent Customer Feedback platform in pursuit of service excellence

AXA Hong Kong is pleased to launch its **Transparent Customer Feedback (TCF)** platform for two-way engagement and interaction with customers in an open and transparent manner, demonstrating AXA's strong commitment to interacting in a simpler and more personal way with its customers.

"AXA Hong Kong is the first insurer in the local market, and possibly the first financial institution, to make this bold move," said **Andy Clachers, Chief Operating Officer of AXA Hong Kong**. "The TCF initiative aims at building transparency and trust with our customers. This is a strategic initiative and significant milestone for AXA Hong Kong which enables us to openly engage our customers and seek instant customer feedback across all moments of truth for all business lines. This further enables us to deliver outstanding service while empowering our customers to live a better life."

The feedback platform allows AXA customers to freely give their opinions and rate services, which is then published on the corporate website. Any visitor to the [AXA Hong Kong website](#) can now see customer ratings and opinions with total transparency.

The TCF platform has been introduced to Life customers and will gradually be rolled out to other Business Groups as well. The results of this initial phase are very positive. On a 5-point scale, AXA Hong Kong is rated 4.3 by its clients.

AXA Group is one of the first financial institutions in the world to launch the initiative of systematising and publishing assessments and feedback from clients. AXA Hong Kong is one of 4 entities in Asia to roll out this initiative, out of over 13 entities worldwide.

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ABOUT AXA HONG KONG

AXA Hong Kong, a member of the AXA Group, prides itself of serving over 1 million customers¹ in Hong Kong and Macau. Besides being one of the largest health protection providers in Hong Kong, it is also the #1 General Insurance provider² and the #1 insurance brand worldwide for the ninth consecutive year³.

AXA Hong Kong has a clear goal of 'empowering people to live a better life'. This is reflected in everything we do. AXA Hong Kong is one of the most diversified insurer providing full range coverage for individual and commercial customers. We offer all-round, integrated solutions across Life, Health and Property & Casualty to address all their insurance needs.

AXA Hong Kong leverages on Big Data and AI to transform end-to-end customer experience, making insurance simpler and more personal. As an innovative insurer, we continue to drive innovation notably in health and protection, supporting customers in prevention, treatment and recovery.

We also believe it is our inherent responsibility to support the communities we operate in. The AXA Foundation is our flagship corporate social responsibility programme covering all of our efforts in promoting health, education and community support to create positive and lasting impact to Hong Kong.

¹ Including customers of AXA China Region Insurance Company Limited, AXA China Region Insurance Company (Bermuda) Limited (incorporated in Bermuda with limited liability), and AXA General Insurance Hong Kong Limited

² Based on 2016 Insurance Authority market share statistics represented by overall gross premiums

³ Interbrand Best Global Brand 2017 (By brand value)

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