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## **AmAssurance launches latest Life Insurance system called AmPowerLife System**

Customers of AmAssurance can now expect a speedier and more efficient response from AmAssurance on any Life Insurance transactions which involves multiple process layers with the launch of AmPowerLife System today.

AmAssurance has invested RM21 million in the new core Life Insurance system upgrading project to replace the routine administration processes with an integrated auto-administrative system called AmPowerLife System, to cut down the turnaround time of the processing cycle while maximising productivity.

"To be the top insurer for service, upgrading our systems is one of our tactical initiatives to provide a prompt service to our customers and business partners in order to ensure all transactions can be processed and approved quickly," said Mr Ng Lian Lu, Chief Executive Officer of AmAssurance.

With the new system in place, Mr Ng added that staff of AmAssurance can now focus more on planning and management tasks rather than daily administrative duties, hence increasing cost efficiency.

"As prompt service has always been our main focus for every aspect of AmAssurance's business, the cost savings from manpower will be channelled towards initiating more customer-centric technology which will be rolled out in the near future," added Mr Ng.

This system upgrading project commenced in March 2008 and was fully deployed after 19 months of implementation. The project was divided into two main phases where the first phase of implementation covers all the investment-linked, universal life and medical products while the second phase involves traditional and credit-related products. The second phase will commence in January 2010 and expected to go live in March 2011.

AmAssurance has thus far invested in technology to elevate both operational efficiency and agency force productivity. Apart from AmPowerLife System, AmAssurance recently launched a customer information micro site called AmPrestige to replace the conventional paper-based work processes. To promote mobility, efficiency and speed, AmAssurance's top life agents were also equipped with a notebook to conduct their daily sales and recruitment activities.

### ***About AmLife Insurance Berhad***

AmLife Insurance Berhad, previously known as AmAssurance Berhad, is a distinctive brand name of quality in the Malaysian insurance industry. Behind AmLife, are a strong regional and international franchises – AmBank Group, a leading regional banking group and Friends Provident, one of the United Kingdom's largest insurance companies which has been established for over 175 years. AmLife's business is generated from a comprehensive range of life wealth protection solutions distributed through a combination of over 200 AmBank and AmAssurance branded branch offices serviced by over 4,000 representatives nationwide. With almost 36 years of solid wealth protection planning expertise and over RM2 billion of assets under management, we have positively touched the lives of millions of Malaysians.

Our strategic partner, Friends Provident plc is a UK-listed life and pensions company, originally founded in 1832 to alleviate the hardship of Quaker families facing misfortune. Friends Provident's strategy today is to operate in markets where it can deploy its award-winning strengths in technology and service to gain competitive advantage. Since its demutualisation in 2001, the company has developed strong offerings in pensions and protection to complement its historic With Profits business, and now prioritises international growth. Friends Provident is fully committed to the principles of the FSA initiative 'Treating Customers Fairly'. Friends Provident distributes its products through intermediaries in the UK and around the world. Its key business lines in the UK are protection and corporate pensions. Friends Provident International develops competitive savings, investment and pensions products for a broad and diverse range of markets including Hong Kong, the United Arab Emirates and Germany.

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***For further information on AmLife Insurance Berhad, please visit <https://www.amassurance.com.my> or contact Mr. Tiew Hock Chuan, Head of Corporate Communications & Marketing at 03-40478053 or email [tiew-hock-chuan@ambankgroup.com](mailto:tiew-hock-chuan@ambankgroup.com).***