

Client  
American International Assurance Company, Limited  
Singapore Branch  
Industry  
Financial and Insurance Services



# Making Real Connections

AIA Singapore touches base with each customer through an innovative multi-channel marketing campaign



With the help of Fuji Xerox's 1:1 Lab, AIA Singapore reaches out effectively to its customers through a personalised print and online campaign, creating a win-win situation for both agents and policyholders.

## Client Profile: AIA Singapore

American International Assurance Company, Ltd (AIA) has been established in Singapore since 1931. For the past 78 years, AIA Singapore (AIAS) has been helping customers achieve their financial goals.

Offering a wide range of insurance and financial solutions for individuals and businesses, AIA Singapore supports customers in managing the significant

milestones in their personal and corporate lives—from accident insurance, retirement planning and health insurance, to wealth management solutions.



### At A Glance

#### The Challenge

- Use of traditional approaches with limited profiling
- Reliance on individual agents to provide service to customers
- Generic and static mail campaigns
- Broad product offerings to meet customers' needs and life changing events

#### The Solution

- Fuji Xerox 1:1 Lab initiates innovative marketing strategy using multi-channel avenues
- Birthday Campaign provides direct, personalised, and updated customer profiling
- Personalised URL's and Life Changes Assessment test matches customers with relevant product offerings and birthday coupons

#### The Results

- Strengthened direct customer relationships
- Updated data for customer profiling
- Product offerings tailored to customers' needs and situations
- Better understanding of customer profile and reactions for future campaigns

# Connecting with Customers in Changing Times



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Grace Lim  
VP - Customer Management Group  
& Call Center for AIA Singapore

With a strong brand identity, AIA Singapore was well aware of its need to establish direct customer relationships. This could be enhanced with today’s innovative communications technologies.

“In AIAS, we want our customers to have a real choice in establishing the kind of relationship they have with us and our agents,” says Grace Lim, VP - Customer Management Group & Call Center. “Overall, we want to have a better understanding of our customers’ needs so that we can actually support them and be their trusted partner throughout their financial life cycle.”

AIA Singapore’s print service provider, Toppan Forms Pte Ltd, was similarly driven to meet its client’s needs in the changing landscape of the print industry. Geared towards becoming a One-Stop Innovative Printing Solutions Provider for Singapore and the rest of Asia Pacific, Toppan was interested in testing new ways of communicating with customers beyond conventional print solutions.

With direct mail and other traditional approaches becoming increasingly cost ineffective, both AIAS and Toppan sought to devise new ways of profiling customers and providing timely, accurate product offerings. The rapid growth of product choices and their accessibility options means that customers become harder to reach and communicate with.

AIA Singapore’s traditional business models of segmentation and customer profiling relied on individual agents to profile and segment the products most relevant to clients. This did not fully capture the complete evolution of customers’ life events and corresponding financial cycles.

Thus faced with the challenge of finding an effective, progressive methodology to their clients’ combined print and marketing needs, Toppan turned to the Fuji Xerox 1:1 Lab.

# Fuji Xerox 1:1 Lab: A Collaboration of Innovation



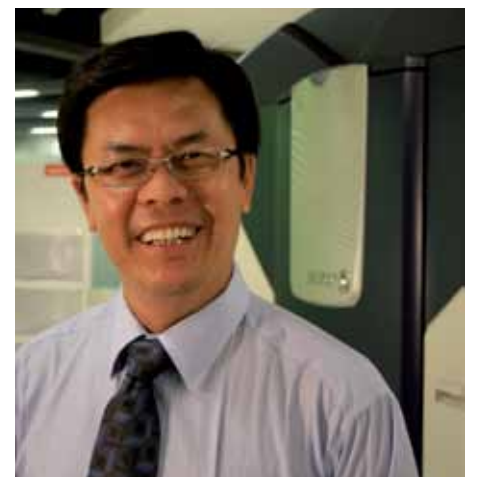
An exclusive worldwide programme designed and conducted by Xerox Corporation and Fuji Xerox Asia Pacific, the 1:1 Lab uses cutting-edge methodology to develop new marketing strategies via multi-channel avenues. Scientific evaluations of current practices, coupled with close engagement with concerned parties at every stage of the process, enable the 1:1 Lab to test and potentially improve the return on investment (ROI) of its clients.

The 1:1 Lab sets itself apart from other marketing development programmes because it specialises in incubating original direct marketing initiatives using personalisation and customisation. The goal

is to create tailored solutions, the benefits of which will be felt by all stakeholders involved.

“In a 1:1 lab, we want to test concepts that will be beneficial to all parties: the customer, the service provider, and ourselves,” explains Helene Blanchette, Go-to-Market Strategy Manager for Fuji Xerox Asia Pacific. “At the end of the day, the 1:1 Lab is designed to help participating clients transform the way they do business and open new horizons to them.”

The 1:1 Lab’s innovative approach to marketing was recognised by Allan Leong, Senior Manager of Sales for Toppan, who immediately shared his discovery of the 1:1 Lab with his long-time clients. He narrates: “I’ve been serving AIAS for the past 18 years. From time to time I sit down with them and assist them on the campaigns they wish to deploy.” Having seen too much of the generic, static DM campaigns that were conventional for major insurance companies, Leong was amazed by the potential of



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Allan Leong  
Senior Manager of Sales for Toppan

the 1:1 Lab: “Fuji Xerox has created a unique, powerful environment that can be maximised to bring value to any customer. It ultimately brings out a win-win situation.”

# The 1:1 Diagnosis: Moving Beyond Birthday Cards

The 1:1 Lab team set to work by discussing with AIA Singapore and Toppan which existing campaign they wanted to improve. The partners agreed to revamp the existing Birthday Campaign of AIAS.

The current practice for the Birthday Campaign, common to all major insurance companies, was to send an offset-printed birthday card with assorted discount coupons to the customer on his birthday. The card would also inform the customer that an agent would be calling to review his insurance policies.

At face value, this conventional method did not completely meet AIA Singapore's objective to strengthen its direct customer relationships for several reasons. Customers noticed the generic nature of the cards and the discount vouchers attached. Some customers wanted other discount vouchers because those given did not appeal to them. Yet with its strong continuity potential and interesting trigger point, tied to changes in the customers' life-cycles, the Birthday Campaign is an ideal platform to experiment new marketing approaches with cutting-edge technology.

The 1:1 Lab team began its work on the Birthday Campaign by designing a new, scientific set of criteria for measuring success, according to what the clients wanted to achieve.

"AIAS directly stated to the 1:1 Lab team that the relevant objectives for revising the Birthday Campaign were to increase customer touch point and customer experience," explained Blanchette. "When we diagnosed the previous issue of Birthday Campaign—in particular the lack of relevance and usefulness of some promo coupons—we suggested a second objective. We recommended that they work on improving direct customer connections. To do that, we introduced a new way of measuring the success of the campaign."

Upon close and collaborative deliberation, the 1:1 Lab, Toppan, and the AIAS teams mutually agreed to test the revised Birthday Campaign for two months, using this test period to analyse the proposed programme's long-term feasibility.



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## Foundations of Productivity and Precision

The 1:1 Lab's strategy was to understand AIA Singapore's customer database and the various segments in relation to the products. The team led a 5-hour long session with AIAS product managers, agent representatives and C-Levels related to the project, to discuss the profile of customers and define eight target segments. Relevant products were matched precisely to profiles by tracing the evolutionary thought process of each age group. This session alone created a wealth of useful data from which to craft the new strategy, a true 1-to-1 marketing piece.



# Personal, Sincere, and Relevant: Preparing the Birthday “Surprises”

The teams, led by the 1:1 Lab, set to work with the 1-to-1 strategy using a simple propensity model. “Printing is more than just printing, it’s digital printing, and the software that drives this printing is now also multi-channelled,” points out Blanchette. The 1:1 Lab maximises this range of possibilities by using the web, SMS, email, as well as print channels to fully communicate with the customer.

In the case of AIA Singapore, a totally customised mail piece was sent to the

policyholder in their agent’s name. Using the information from the segmented database, the mail piece was tailored to the customer according to gender, demographic profile, status, and past purchase history.

The mail piece would then point the customer to a personalised URL (PURL), inviting him to answer a Life Changes Assessment test. This online, completely personalised survey would not only provide AIA Singapore with updated information on the customer’s financial situation, but

would also display products and offers that were relevant and attractive. By visiting their personalised website, users would actually assist AIAS in further customising the offers.

“Once the customer clicks on his PURL, his interaction with AIAS becomes even more precise and personal. A set of questions on his profile will customise the product even further while collecting information that will be useful in the next communication,” details Blanchette.

## The mail piece is tailored to each customer

- The color changes based on gender
- Images change based on gender and demographics (age, children/no children)

Male 21-30 yrs. old

Male 31-45 yrs. old with kids

Female 31-45 yrs. old

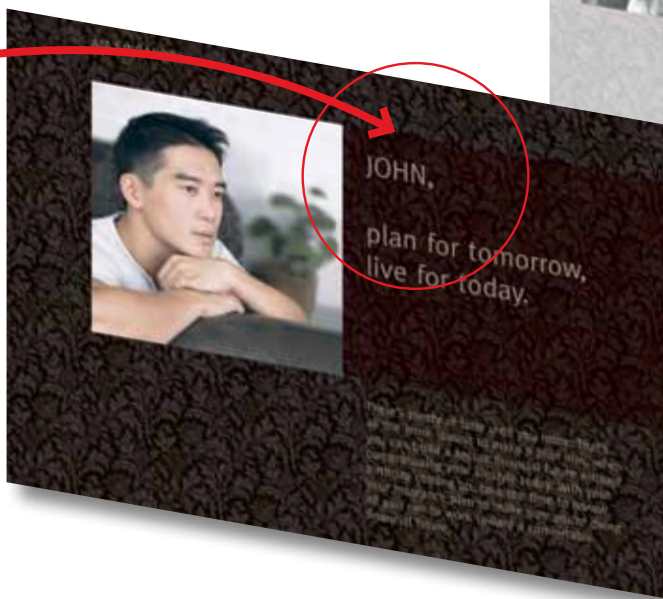
Female 46-59 yrs. old

# Print Technology for the 21st Century

The design of the AIA Singapore mail piece as well as the data mining were created and programmed by Bob Pente, Chief Strategist of the Pente Corporation and strategic partner of 1:1 Lab, using XMPiE technology. The printing was produced at Toppan on the Xerox iGen3 full colour digital press. Engaging with the Fuji Xerox team, Toppan assisted in executing the complete solution, gaining valuable experience in implementing the work on a monthly timeframe.

## Solution Components: Printed Direct Mailer

Mail addresses customer by name

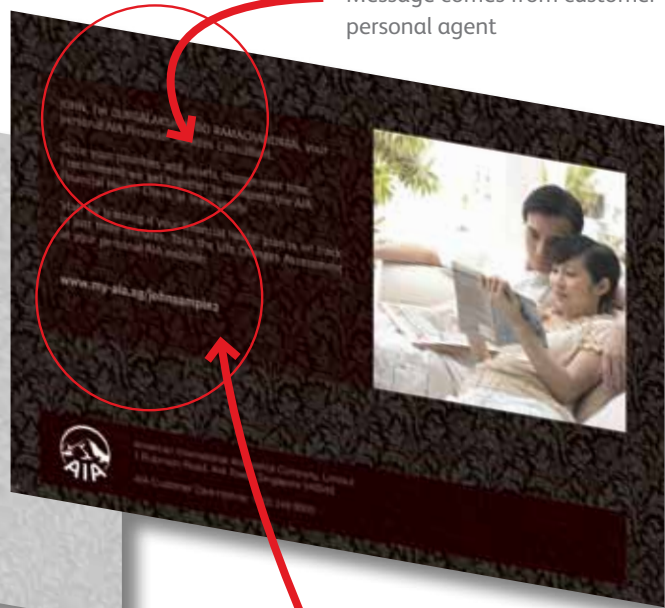


Personalised URL directs customer to his own website

Mail addresses customer by name



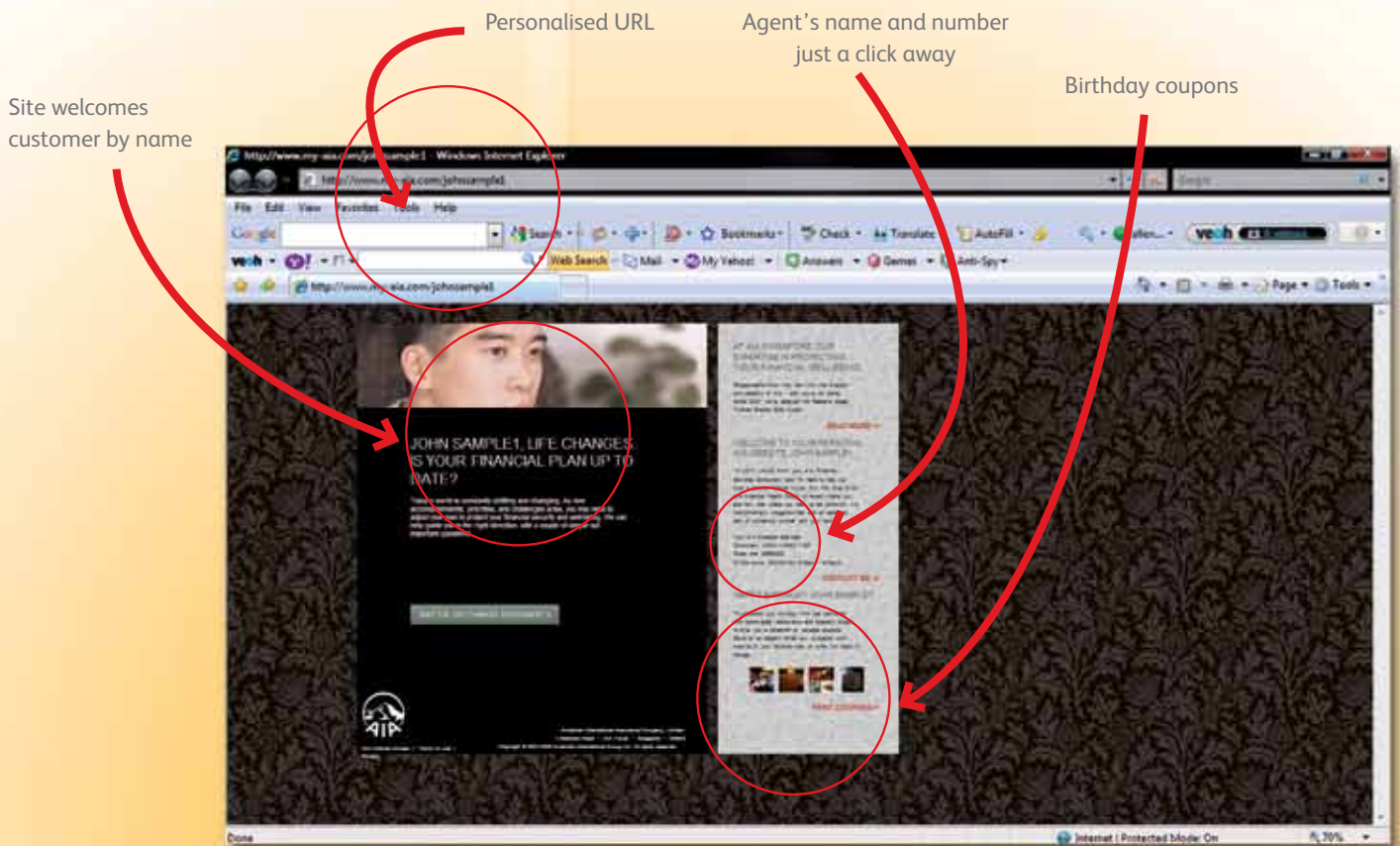
Message comes from customer's personal agent



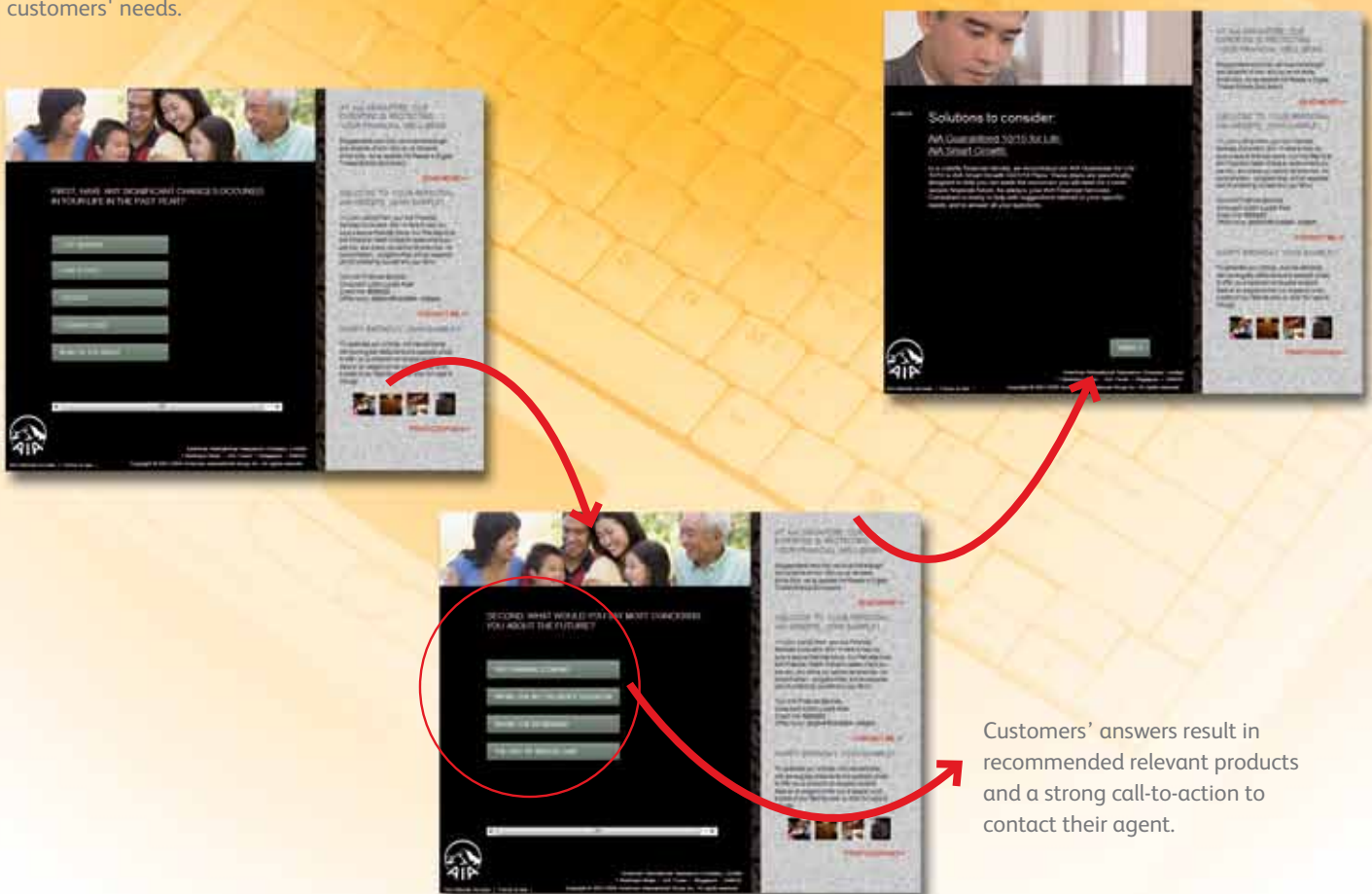
Message comes from customer's personal agent

Personalised URL directs customer to his own website

## Solution Components: Personalised URL



Clicking on the PURL triggers a multiple-choice Life Changes Assessment test. Questions such as "What would you say most concerns you about the future?" pinpoint customers' needs.



# Enthusiastic Responses

Blanchette praised the long-term value of the PURL in AIA Singapore's efforts to reach out and establish a real connection with customers, observing that "the printed piece was directing the customer to a PURL, providing us direct access to the customer. We can actually see how they react, what products they like best, which age group reacts more than the other... that's a huge value. All of these measurements help us to have an entire return on investment and not just a narrow window."

At the end of the two-month period, the 1:1 Lab's strategies, particularly the combination of print and online solutions, proved powerfully effective. Over 86% of all users visiting their personalised URL proceeded to fill out the Life Assessment Survey, while a full 50% downloaded their birthday coupons. Likewise, the revised Birthday Campaign revealed the 21-30 and 31-45 age groups as the most active online participants. Also, single males in the 21-30 age group secured a closing rate of 600%

- 86% of users who visited their personalised URL proceeded to take the Life Assessment Survey.
- 50% of users downloaded their birthday coupons.
- Single males in the 21-30 age group secured a closing rate of 600% higher than those in other groups.

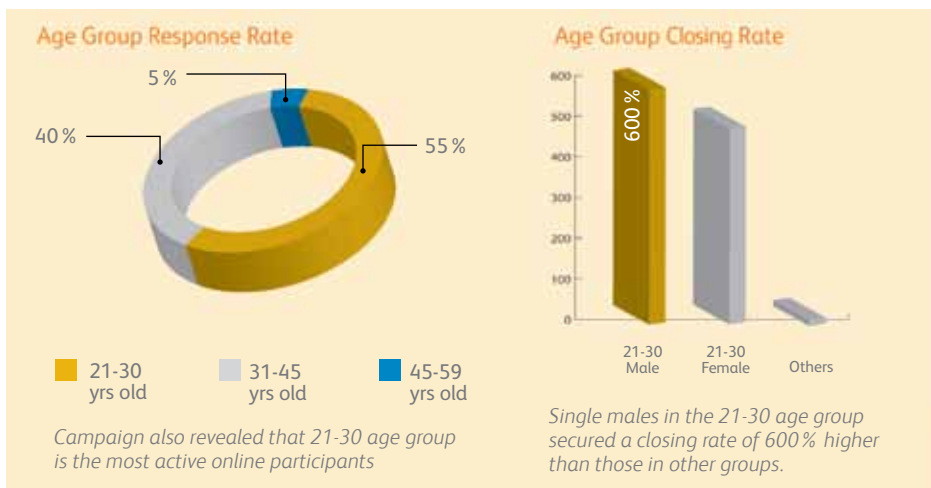
higher than those of other groups, while single females also converted at a rate of 500% higher than control groups. Male customers in the 31-45 age group converted at a rate double than the control group while the average conversion to sale rate of all of those who were driven on-line by the marketing piece was 285% higher than all other control groups.

"One positive major result was the discovery that certain segments were very comfortable with the e-platform. Things like filling in the Life Assessment Surveys, and downloading our coupons, which we didn't think they

would be comfortable with," states Grace Lim, VP - Customer Management Group & Call Center of AIAS. A second major advantage created by the revised campaign was the opportunity for cost savings in the long term. "Good segmentation will make our marketing dollar work harder for us," Grace observes.

With the additional information culled from PURL visits, AIAS now has more data to design and further customise future communications with their clients.

With effective customer links now established, AIAS can respond better to its clients' needs. Grace notes that while AIAS expected and was rewarded by the good learnings of this marketing strategy, she and her colleagues were especially impressed because "the customer himself thought it was really innovative, and complimented the agent for the gesture." The results of this pilot program helped AIA Singapore achieve a critical objective: to create real, enduring connections with its customers, in and through the evolutions of their lives.



For more information or detailed product specifications, call or visit us at

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