



**The Philippine American Life and  
General Insurance Company**

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## **MEDIA RELEASE**

### **Leading Transformation in the Life Insurance Industry**

Philam Life's transformation and unrelenting journey towards improving the lives of Filipinos, and innovating the life insurance industry is underway.

"Philam Life has always been the leading innovator in the life insurance industry. Among the roster of recent innovative transformation initiatives we have introduced is GENESIS by Philam Life, a modern state-of-the-art facility supported by technological tools and development programs which paved the beginning of a culture of excellence in the financial advisor practice." said Philam Life CEO Ariel Cantos.

The latest addition is the opening of their first flagship store in Bonifacio Global City, Taguig. SPARK by Philam Group derived its name from the light that has ignited a flame in transforming the culture of customer service experience.

"Our innovation this time focuses on giving our customers the best experience. We are transforming our customer service centers into one-stop shops to make sure we cater to their growing and differentiating needs in this fast-paced environment. What makes it different is that we have expanded our services to the entire Philam Group including agency, bancassurance and mutual fund business transactions", Cantos added.

"This shows our commitment to make significant investments into setting new industry standards in customer service and financial advisor practice in the country. We have the capacity to do this being the strongest life insurance company with solid foundation of consistent financial growth in key metrics that matter to our customers." he concluded.

SPARK by Philam Group is a state-of-the-art customer service center that offers fully digital and personalized services. It serves as the pilot office of all the company's flagship stores that will open soon in key cities nationwide.

SPARK makes use of technological platforms to make services faster and easier for customers amidst the sleek interiors of a modern-day office. It showcases the company's latest technological capabilities such as the online customer portal called e-Plan, the Agency Portal for Philam Life financial advisors; and My PAMI Investor Portal, for the company's mutual fund customers.

The newly launched customer portal E-plan allows Philam Life clients to manage their policy details and transact, anytime and anywhere, transforming the level of customer service beyond the traditional face-to-face transactions.



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Philam Life's Chief Life Operations Officer Richard Bracken said, "At Philam Life, we believe that everything should start and end with the customers. This portal has a human centric design, which means that this was designed by the customers for the customers. For example, one of our key findings revealed that 90% use mobile devices for online activities, so we have made e-Plan to be mobile-optimized." With the help of our customers, Philam Life's e-Plan has become the customer portal with the most comprehensive digital platform in the market today.

To those who prefer face-to-face transactions, Spark has customer service representatives to help customers with their inquiries and policy concerns. There are digital ambassadors who can guide them on the use of the digital platforms available in the center. In addition to that, an Advisor for the Day is present to conduct financial needs assessment to customers looking for solutions for their real life needs.

A special corner is dedicated to Philam Vitality – the first of its kind in the Philippines and the only full-scale wellness program offered by Philam Life to promote healthy living. Through Philam Vitality, members earn points, discounts, and rewards for living a healthier life.

Bracken said, "SPARK is the outcome of our extensive series of customer relationship studies that were devised to understand our customers in terms of ways to make it easier for them to do business with us. The key findings guided us in working our way to reinvent and improve the face of customer service."

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### **About Philam Life**

The Philippine American Life and General Insurance (Philam Life) Company is the country's premier life insurance company. Established on 21 June 1947, Philam Life has earned the trust of customers for its financial strength, strong brand name, and ability to deliver on its promises.

Philam Life has PHP236.4 billion in total assets as of 31 December 2015 and has delivered timely payouts of over PHP10 billion in education benefits (2004-2015) and over PHP131 billion in insurance benefits (1950-2015), while serving close to 600,000 individual policyholders and over 2 million insured group members.

Philam Life understands the real life needs of its customers and provides the right plans and the right solutions including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance. It also offers bancassurance and fund management products and services through its subsidiaries – BPI Philam Life Assurance Company (BPI-Philam) and Philam Asset Management Inc. (PAMI).

Philam Life is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.

### **About AIA**

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and representative offices in Myanmar and Cambodia.

The business that is now AIA was first established in Shanghai almost a century ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$181 billion as of 31 May 2016.



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AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 29 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").