



FWD

Leading by Example!

In an increasingly discerning financial services market, DAVID WONG, CEO of FWD in Hong Kong & Macau, is bringing customers a dynamic, innovative and customer-centric financial services provider by “keeping it simple, honest, transparent and very reliable”. Here’s how.

“We take pride in paying claims, not just because it is

the right thing to do but rather because standing by our customers in their time of most need is what our service is built upon. It is a promise that must be kept,” says David Wong, CEO of FWD in Hong Kong & Macau.

The brand is rapidly making friends and influencing people in a market in which the antics of the financial industry have, over the recent past left an unenviable impression.

So, while this does pose a challenge, Wong sees in it an opportunity – to light a candle and make a notable difference.

Building Bridges

Quality of product and transparency remain top priorities for FWD, says Wong, an avid industry veteran who appreciates the value of consumer confidence.

“We proactively ensure that we address customers’ individual insurance and retirement planning needs with a comprehensive suite of innovative and quality products and services, delivered through all-round and easily accessible channels to suit the customer’s choices,” he explains.

FWD has 5 conveniently located cus-



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David Wong: “Reputation is paramount and we want our customers to be our best advertisers.”

customer service centres throughout Hong Kong and plans to open more centres in the coming years.

Through online platforms and mobile apps, customers can readily access information concerning their policies, obtain claims information and contact customer service officers from anywhere and at anytime.

“Simplicity is key to clear communication so information on our products and services is without jargon. We also make all our product brochures easy to understand, with materials written in a simple, user-friendly and legible style and tone for the general public. We also have a Claim Ambassadors team to complement our agency’s personalised services by providing all-round claim assistance to the customers.

We recently enhanced our eServices mobile app by including the E-Message and V-Chat (video chat) functions, providing customers with alternative online enquiry channels that can be accessed anywhere and anytime at their convenience.”

So...What Do You Need?

“Our ambition is to change the way customers feel about insurance and to provide them with dynamic and innovative products and services that best meet their evolving needs. In recent months, we’ve launched several innovative life and medical insurance products,” explains Wong.

FWD’s For Your Interest RMB Universal Life Plan is a flexible savings plan offering protection till the age of 100. FWD’s first RMB denominated universal life plan is positioned as an alternative savings vehicle for customers to capture any possible gains from the currency’s potential long-term appreciation.

“On the medical insurance front we’ve made it a point to stand by our market given the rising cost of medical care and the ageing population.

We’ve unveiled our “TheOne Medical Solution” - a novel and comprehensive high-end medical protection plan, which comes with a series of market’s first features to better alleviate the insured and family from the stress and worries of prolonged treatments. It offers a lifetime limit of up to HK\$100 million with coverage from Asia to global till the age of 100.

We will continue to develop innovative and tailored products for different customers, such as flexible life insurances for the e-generation and the

high net-worth segment, savings and/or investments oriented products to support retirement planning, as well as medical and critical illness protection plans for different customer groups.”

Retirement Money Management

“For the employers and employees of Hong Kong, we offer 2 MPF schemes respectively with 7 and 10 constituent funds of various risk and return profiles to choose from,” says Wong adding that FWD’s multi-manager platform means members are offered a wide array of fund choices with different investment philosophies to suit their investment appetites and retirement needs.

planning journey.”

Day’s Ahead

“The industry is growing even more competitive and thanks to the Internet customers have access to information on new products, quality of service, price etc. and this means we have to work hard to stay in the lead. This means, we’ve got to continue to offer better-value products, service that comes from the heart and stay open to learn while serving with care and humility. The customer has got to be able to see a clear difference in partnering with FWD.

“With FWD’s existing, strong foundations in Hong Kong, Macau and Thailand, as well as its strategic alliance

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“At FWD, we want to encourage a culture of innovation. Earlier this year we launched the new MPF constituent fund that invests in both the US (50% to 70%) & Hong Kong (30% to 50%) equities through its investment in approved pooled investment funds (“APIF”) and/or approved index-tracking collective investment schemes (“ITCIS”). It is a low-fee fund with the fund expense ratio (“FER”) capped at 1.3%, providing the Hong Kong workforce a channel to invest in two markets simultaneously.

In addition to the personalised services provided by our professional MPF intermediaries, a comprehensive online Pension Service Centre and conveniently located customer service centres, our MPF members are entitled to a series of value-added complimentary services.

That aside, we offer a comprehensive suite of insurance and financial solutions to suit the retirement needs of our customers. Our innovative and flexible solutions help clients accumulate and manage their wealth alongside their retirement

in Indonesia, we are actively looking to expand further into Southeast Asia.

We will continue to focus on innovating and enhancing our products and services to meet the evolving needs of our customers,” concludes Wong. ■



The Board of Editors of the Mediazone Group congratulates FWD for making it to Hong Kong’s Most Valuable Companies this year, and wish the company growth and prosperity as a result of its endeavours to serve Hong Kong qualitatively.

For additional information please visit www.fwd.com.hk