

BPI-PHILAM IS BEST LIFE-INSURANCE COMPANY FOR 2017

THE Bank of the Philippine Island-The Philippine American Life and General Insurance Co. (BPI-Philam) was hailed the Best Life Insurance Company in the Philippines for 2017 by international finance magazine *World Finance*.

The *World Finance* Global Insurance awards annually recognizes industry leaders who continue to stand out by remaining agile amid rapid changes in technology, consumer behavior and economic trends.

BPI-Philam's services were ranked the best among the nation's other insurance companies based on the range of their insurance products, product and platform innovations, the rate of their organic growth and the overall impact of their products on the home market.

The *World Finance* noted the strength of the bancassurance company's robust customer-centric approach in insuring Filipinos evident in their current business model and extensive product launches.

As part of the Philam group, the bancassurance company offers to its clients Philam Vitality—a science-backed, rewards-based wellness program, which the *World Finance* highlighted as the core of BPI-Philam's award-winning service.

For BPI-Philam, insuring Filipinos is a two-step approach: providing them with comprehensive and accessible insurance while empowering them to live better lives by being more active and healthy with Philam Vitality.

According to BPI-Philam Chief Executive Officer Surendra Menon, the wellness program allows them to proactively anticipate their clients' insurance needs as their health concerns are being addressed. First, clients are guided to knowing their health better

through a series of assessments, then they are given activity goals they can follow to improve their health. Finally, they are rewarded for reaching then surpassing those goals.

"We champion total wellness—being financially and bodily healthy with the help of comprehensive solutions that Filipinos can afford," Menon said. "While we help them protect their assets and manage their finances through insurance, we encourage them to be healthier and live longer, more fulfilling lives with Philam Vitality.

"The Philam Vitality program gives BPI-Philam a strong understanding of their customer's life-insurance needs and objects and, indeed, further enhances the BPI-Philam status as the leading go-to life-insurance provider in the Philippines," the *World Finance* said.

In their commitment to make insurance easy to get for Filipinos, BPI-Philam bolstered accessibility by opening their first-in-the-country customer-service center Vibe. The company also launched comprehensive insurance policies customized to provide the best coverage for every life stage a customer is in.

"We continue employing strategies that work, especially in making insurance easy to have and easy to get for Filipinos in whatever stage they are in their life," Menon said. "That, along with offering segment-specific products gave Filipinos a better avenue to be educated in their finances and live boldly knowing they are well protected."

The magazine singled out BPI-Philam as the country's best example for service due to the ease of doing business with the company.

"Our heart as a company has always been toward serving Filipinos," Menon said. "We believe that as we continue to be insightful of their needs and continue developing comprehensive products for their benefit, we will get more people protected. That's what we're really about. Being number one is just a bonus for us." With this paramount win, BPI-Philam continues to advocate accessible and comprehensive insurance for all Filipinos.

