

BPI-Philam named best life insurer

BPI-Philam Life Assurance Corp. was hailed the Best Life Insurance Company in the Philippines for 2017 by international finance magazine, *World Finance*.

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 in the home market.

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

As part of the Philam Group, the bancassurance company offers Philam Vitality, a science-backed and rewards-based wellness program, to its clients.

BPI-Philam CEO Surendra Menon said the wellness program allows them to proactively anticipate their clients' insurance needs as their health concerns are being addressed.

"We champion total wellness – being financially and bodily healthy with the help of comprehensive solutions that Filipinos can afford," he said.

World Finance said 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.

Despite the local challenge of low insurance penetration, BPI-Philam still enjoyed consistent growth by making insurance accessible to all Filipinos through several channels and their intuitive client-servicing practices.



BPI-Philam CEO Surendra Menon holds the 'Best Life Insurance Company' trophy awarded by international finance magazine *World Finance*.