

Easy, efficient and empowering: Great Eastern's MPOS with first e-payment gateway

How much coverage is enough coverage? A satisfied customer describes how that question played through his mind during a recent conversation with a friend.

For years, I have been forking out a steady amount for my insurance coverage, but when asked about what those payments encompassed, I realised I had no clue. Medical? Life? "Something like that lah," I would respond.

That was when my friend suggested that I speak to an insurance agent again, just so I could get the fundamentals right. What is my financial risk and how much insurance coverage would I require to sufficiently cover my lifestyle needs? These were important questions that needed answers. So, with my friend's help, I decided to set up a meeting with Mr Wong, a life planner who would be able to help me better understand my insurance needs.

In the past, my experiences with life planners would leave me in a more confused state than before. Industry jargon got thrown around as freely as the papers and documents that piled up messily on the table. Until today, I still can't remember what insurance plans I have purchased. I only remember signing a lot of documents and waiting a long time for my insurance to get approved. It is not pleasant, to say the least, but I was hoping things would be different this time around.

Getting down to business

It was the usual rush hour and the lunch crowd began to build in a downtown café. While I waited for my meal and coffee to arrive Mr David Wong, my life planner, greeted me at my table — right on time.

For starters, I was pleasantly surprised when he whipped out only two devices — an iPad and what



looked to me like an easi-pay dongle device. Great. No paperwork. Things were looking positive.

To begin, Mr Wong signed into his personal account on the Great Eastern MPOS app. Housed in an iPad, Great Eastern's new MPOS system is a mobile device business tool that is designed to perform daily sales activities, complete with customer management, customer fact finding, proposal management, quotation e-submission and an easi-pay service. It is one sleek device and, I might add, with a very sleek design.

At this first step, Mr Wong reviewed with me the responsibilities and essential disclosures by both parties. Here, he presented me with three options that reflected the kind of information I was willing to share with him. These options varied from providing full financial standing to furnishing the life planner with only basic information. Each option is designed to enable a better understanding of a client's risks and financial priorities, from medical

protection, investment to retirement planning and so on. Mr Wong then keyed my basic information into the app. This, to our benefit, reduces the hassle of rewriting information, as well as storing unnecessary paperwork.

Apart from that, my details could also be keyed in offline — allowing the app to sync all information once the device is online again. Mr Wong assured me that my personal information would be stored securely and automatically deleted once the policy is submitted for processing.

To better recommend the most suitable insurance policy for my needs, we needed to identify my financial habits and risks. Taking his time to help me understand, we walked through the different financial aspects that needed to be considered.

Then, my favourite part: Equipped with a user-friendly designed Great Eastern MPOS (the app) took me through a simple question-and-answer session to determine how much insurance coverage I would require, how much was the shortfall and how much I would

need to put aside for my premiums.

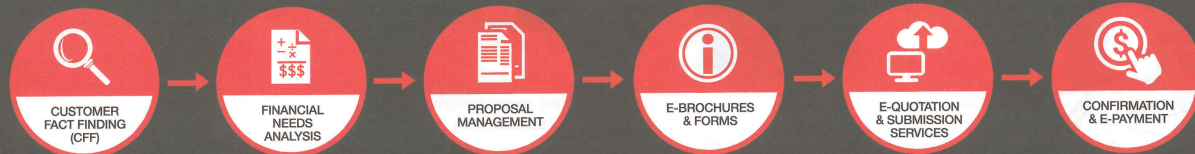
Each question was engaging and I was surprised by how easy it was to answer them. From dietary habits to questions on my lifestyle, each of them was customised to enable multiple permutations based on the changes that I made.

Then, the magic happened. The app generated a colour-coded chart that presented me with the amount of insurance coverage required, my existing coverage and the shortfall. Pleasantly surprised by this, I remarked to Mr Wong that I did not know how much my shortfall was. I realised that I had not been setting aside enough in my budget for insurance purposes. We reviewed my new insurance policy and this time around, we prioritised our allocations based precisely on all the information I had provided to Mr Wong and captured using the app.

Before I knew it, I arrived at the last section of the app where Mr Wong reviewed with me all the information captured before requesting my e-signature to confirm my insurance proposal. Finally, I was able to seal the deal with just a tap of my credit card via a palm-sized easi-pay dongle device. An e-confirmation form was sent for one last look and with that, the deal was sealed and I kick-started my brand new policy with the help of Great Eastern MPOS system. Yes!

With Great Eastern's MPOS system, I felt empowered to make informed decisions based on all available assessments provided by the app itself. Ask me again next year, and I will be able to tell you clearly what my insurance coverage entails. With all the interactive elements embedded in the MPOS, I have gained a better understanding of what was once a complex procedure for many. Most importantly, I have learnt a very important lesson from my encounter with Mr Wong — insurance can be easy, efficient and empowering.

Great Eastern's All-In-One Mobile Point-Of-Sale (MPOS) Application Includes:



Elevating professionalism

A seamless end-to-end user experience, from managing customer profiles, conducting fact-finding, generating sales illustrations to submitting insurance proposals.

Enhanced process

Insurance proposals are submitted online directly and instantly without the need for any photocopies or waiting period. Customers need only provide their e-signature to proceed.

Secured e-payment transaction

First life insurer in Malaysia to provide an e-payment gateway for Great Eastern MPOS application in collaboration with OCBC Bank. It enables efficiency in completing an insurance proposal up to in-force status, instantly.

Customer delight

MPOS provides a unique customer experience in highly interactive manner. Customers are engaged in a clear and detailed understanding of their needs and options for more informed decision-making, all via an iPad.

From October last year, Great Eastern's MPOS system has been available to all life planners and customers. For more information, visit the Great Eastern website at www.greasternlife.com.my

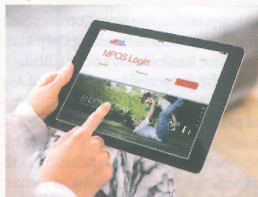
Great Eastern launches MPOS with first e-payment gateway

Equipped with the first e-payment gateway in collaboration with OCBC Bank, Great Eastern's Mobile Point-of-Sales (MPOS) platform provides a seamless end-to-end user experience for both customers and life planners.



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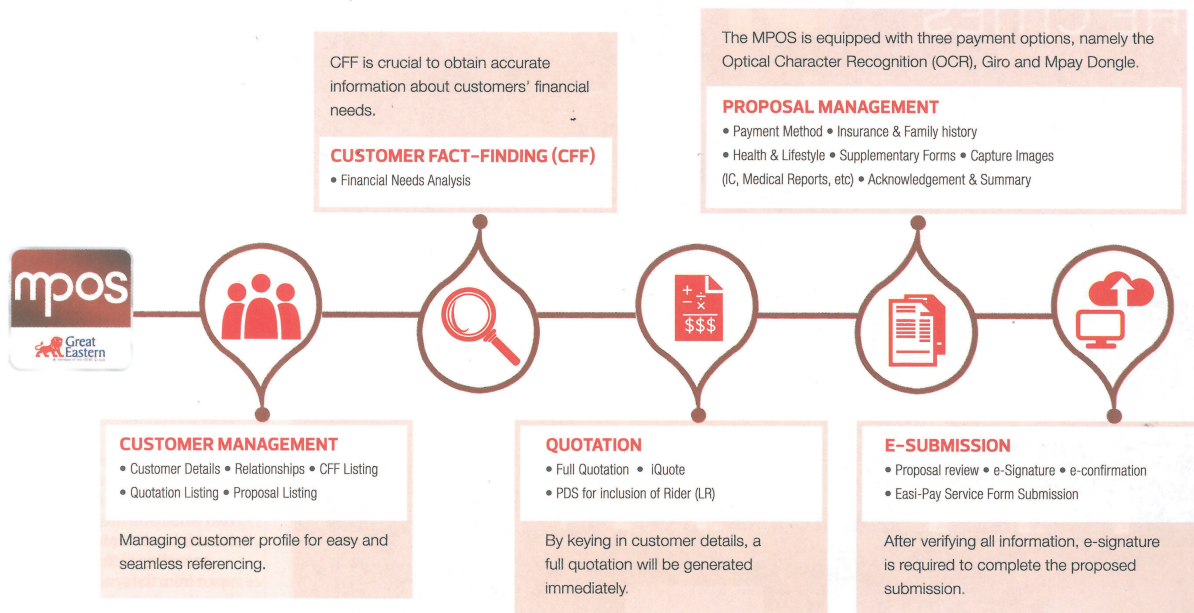
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How MPOS works



Why is financial protection important?



ESCALATING MEDICAL COSTS

Treatment for coronary heart disease — Malaysia's number one health problem — can cost more than RM60,000 a session. Getting yourself medically covered is crucial as medical and hospitalization cost increase between 12-15% per year.



WEATHERING UNCERTAINTIES

To date, only 22% of Malaysians have medical or critical illness insurance. That leaves the remaining 78% at risk of depleted retirement savings, and increased living expenses. Insurance helps provide you and your loved ones with peace of mind to overcome uncertainties when they come your way.



LEAVING A LEGACY

You've worked hard to build up and accumulate your wealth for future generations. With the right financial protection, you'll be ensured that your wealth gets passed on to your loved ones at the right time.



SAFEGUARDING YOUR RETIREMENT

No matter your age, remember that the best time to start planning for your retirement is now. While retirement planning is a long-term commitment, it can go a long way towards helping you live the life you envisioned for yourself.

Start a conversation with your life planner at greateasternlife.com or 1300-1300 88