

News Release

Chubb Life Launches New Digital Platform to Enhance Customer Experience

CHUBB®

Jakarta, December 06, 2018—PT Chubb Life Insurance Indonesia (Chubb Life) has today launched an online platform called Chubb Life Customer Corner as part of its ongoing commitment to putting customers first and providing them with the best customer experience, anywhere and anytime.

Kumaran Chinan, Chubb Life COO said, "We are proud to launch the Chubb Life Customer Corner which will make it faster and more convenient for our customers to access important policy information, including the latest claims information, anywhere and anytime they choose to."

In addition to information about recent claims, Chubb Life Customer Corner will enable customers to access the following information:

- Information on proposals, policies, and balance of investment value per policy
- Transaction and e-Statement information
- An investment value information letter
- A list of partner hospitals

As the number of internet users in Indonesia grows, purchasing behaviour especially amongst the younger generation is changing. A recent McKinsey Report¹ forecasts that Indonesia is expected to add 50 million new internet users between 2015 and 2020. The growing enthusiasm of Indonesians to embrace digital technology creates new opportunities for Chubb Life to engage with customers more directly, particularly millennials, who make up half of Indonesia's total population.

By contrast, insurance penetration rates are still relatively low in Indonesia. A 2017 survey² by Otoritas Jasa Keuangan (OJK) – Indonesia's Financial Services Authority - showed that out of 100 citizens, only 15-16 people are considered insurance literate and around 12 people utilize protection.

"Increasingly, today's younger consumers are beginning to pay more attention to protection. Being digitally savvy, they like to research products or services online before making a decision. Our new Chubb Life Customer Corner makes it easier for this digitally savvy generation to protect themselves and the things that matter to them," explained Astono Hermawan, Chubb Life CMO.

Chubb Life will be providing online video tutorials to help customers familiarise themselves with the new portal so they can maximize its benefits. Customers will receive an activation email with a link. After completing the activation form, customers will get a verification code through SMS and be able to login to the Customer Corner through the website <https://www.life.chubb.com/id> at the Customer Service menu. The platform can be accessed on all types of devices, including laptops, tablets and mobile phones.

¹ Unlocking Indonesia's digital opportunity-McKinsey 2016

² [Press Release](#), OJK announces Higher Financial Literacy and Inclusion Indices – OJK, 2017



About Chubb Life in Indonesia

Chubb Life is the international life insurance division of Chubb. In Asia, Chubb Life operates in Hong Kong, Indonesia, Korea, Taiwan, Thailand, Vietnam and participates in a joint-venture in China. Chubb Life has been in Indonesia since 2009. To meet the financial protection and security needs of its broad range of customers, Chubb Life in Indonesia (PT Chubb Life Insurance Indonesia) offers a range of protection, savings and investment link insurance solutions through agents, financial advisors, retailers, brokers, banks, digital networks, direct marketing and telemarketing operations. Additional information can be found at: <http://life.chubb.com/id>

About Chubb

Chubb is the world's largest publicly traded property and casualty insurance company. With operations in 54 countries and territories, Chubb provides commercial and personal property and casualty insurance, personal accident and supplemental health insurance, reinsurance and life insurance to a diverse group of clients. As an underwriting company, we assess, assume and manage risk with insight and discipline. We service and pay our claims fairly and promptly. The company is also defined by its extensive product and service offerings, broad distribution capabilities, exceptional financial strength and local operations globally. Parent company Chubb Limited is listed on the New York Stock Exchange (NYSE: CB) and is a component of the S&P 500 index. Chubb maintains executive offices in Zurich, New York, London and other locations, and employs approximately 31,000 people worldwide. Additional information can be found at: www.chubb.com

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¹ Unlocking Indonesia's digital opportunity-McKinsey 2016

² [Press Release](#), OJK announces Higher Financial Literacy and Inclusion Indices – OJK, 2017