

AXA Insurance and SingPost Deliver Industry's First Remote Advisory Service with Launch of AXA@POST Virtual Assist

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AXA Insurance and Singapore Post Limited (SingPost) today announced the launch of a pilot for AXA@POST Virtual Assist, a digital sales advisory service that virtually connects SingPost customers with AXA Financial Consultants who can provide high quality advice and services. This is the first advisory service in Singapore that provides financial advice to customers remotely, coupled with the ease and convenience of online application for insurance solutions for their car, home, family, travel, business, savings, health, and life protection and investment needs.

With AXA@POST Virtual Assist, SingPost customers will receive end-to-end sales advisory services via a live, interactive video feed – from having their financial needs and goals ascertained, to receiving advice on insurance solutions based on suitability, and completing the entire insurance application online in one sitting. Onsite SingPost Financial Services Ambassadors (FSAs) will guide customers to the AXA@POST Virtual Assist booth, where they will begin their discussion with an AXA Financial Consultant via a video interface.

Currently available at three key SingPost post offices: Jurong East Post Office in Westgate mall, Orchard Post Office in ION Orchard mall, and Pasir Ris Post Office in White Sands mall, AXA@POST Virtual Assist provides a new digital customer experience to a technologically savvy generation, while retaining a high level of personalised service that customers value. This is in line with AXA's and SingPost's shared vision to bring insurance closer to the community. "AXA believes in leveraging technology to better serve our customers. With AXA@POST Virtual Assist, we're delivering on that promise by taking a step forward to provide a seamless end-to-end service digitally and ensuring high quality personalised financial advice is readily

accessible.

We remain committed to working with SingPost to provide innovative and value-added services to enhance the overall experience for our customers in this digital age," said Sean Goh, Managing Director, Life, AXA Insurance. Marjorie Ooi, Senior Vice President, Post Office Network & Financial Services, SingPost, said, "AXA@POST Virtual Assist dovetails with our Smart Post Office vision, where we seek to provide omni-channel access to postal and other essential services via our brick-and-mortar post offices and digital self-service platforms such as SAM and POPStation. Offering a hybrid of both in-person and virtual interaction, AXA@POST Virtual Assist has been well received by our customers, from digital natives to those transitioning into the digital age."

With the implementation of AXA@POST Virtual Assist, an AXA Financial Consultant can serve customers in multiple branches, without being confined to a single location. This enables AXA to continue to offer a seamless and consistent level of customer service regardless of location, and at the same time increase customer reach with

improved distribution efficiency across post offices, particularly those with good traffic footfall. AXA@POST Virtual Assist will enhance distribution efficiency at SingPost's post offices, enabling more customer engagements where there may be space

constraints for expansion. Resources may also be better optimised through more flexible deployments of SingPost FSAs that better match footfall patterns across different branches and times.

Source: [SingPost](#)