# Customer Web Portal MyAccount Introduction



#### Objective

➤ To implement a secured portal where customer can perform self-service as an alternative to existing physical communication channels.

#### **Potential Benefits**

- ➤ To enhance customer experience by empowering customers to conduct self-support issues 24/7
- > Stakeholders benefiting from the portal:
  - Contact Center
  - Sales Force i.e. agents, Bank sales team,
  - Branches



#### **General Rules Adopted**

#### Who can register?

- ✓ Payor or Life Assured can register
- ✓ Must have an active policy / certificate

#### Registration requirement:

- ✓ Customers must have a pre-registered mobile number in our record
- ✓ An activation code will be sent to the pre-registered mobile number when MyAccount has successfully validated the policy number and identification number.
- ✓ If the mobile number = agent's mobile number, validation will fail and the contact center will contact the customer to complete the registration process.

#### Products supported

- ✓ Only retail products for Life Insurance, Family Takaful, General Insurance & Takaful
- ✓ For products that are not supported eg Pelan Ilmu and Sime plans, customers will not be able to register. Support will be at current touchpoints and with the sales force

#### Device supported

✓ Access via a smart phone or tablet

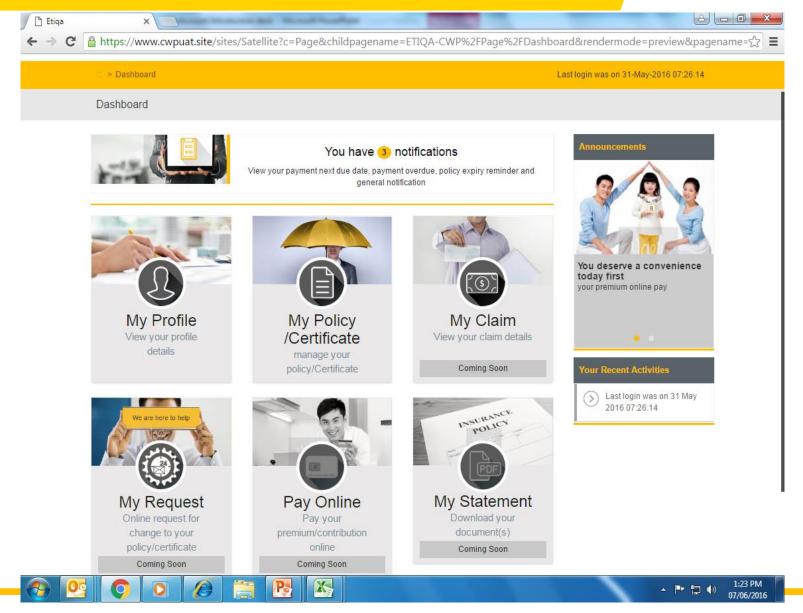


## **MyAccount Screen Shots**

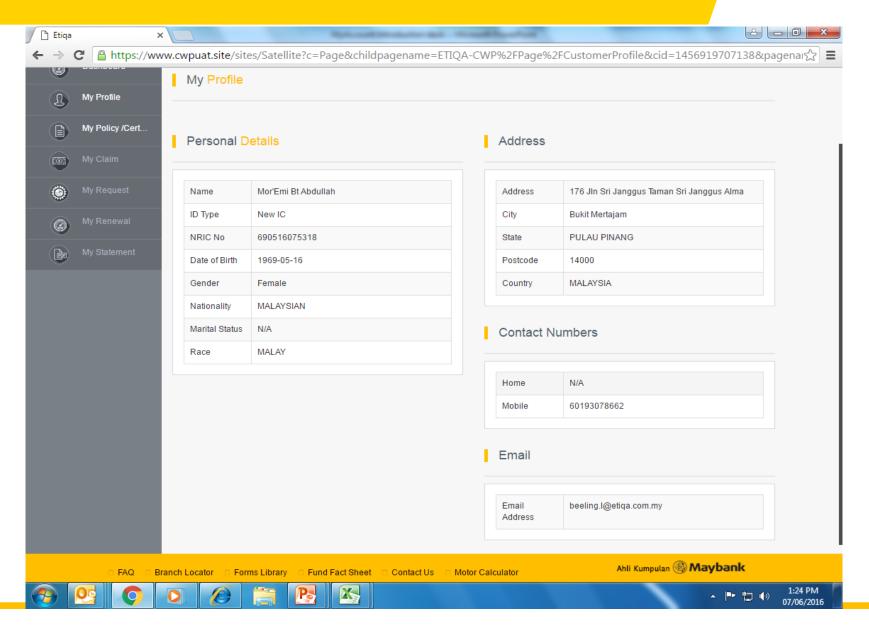
(few sample pages)



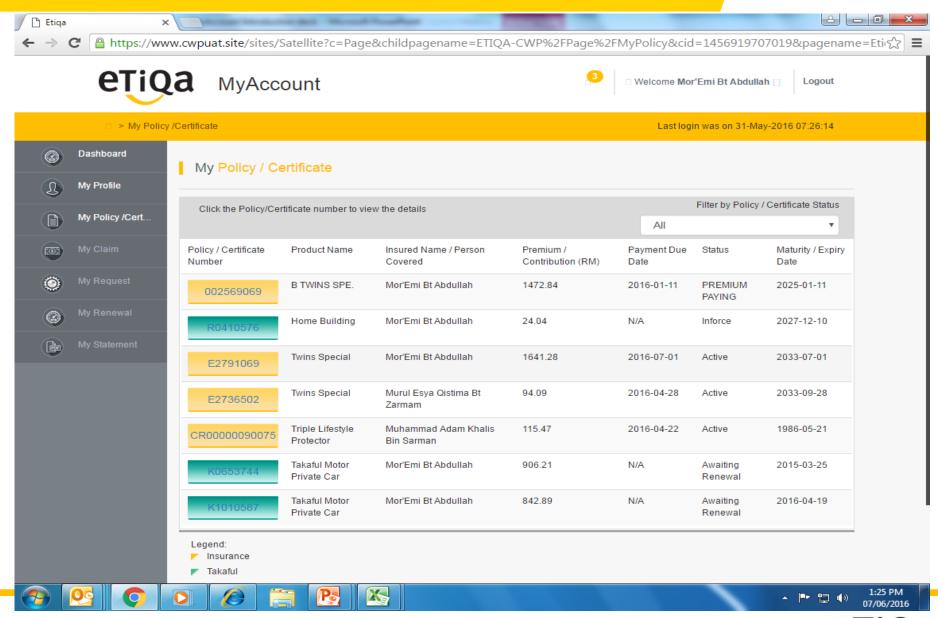




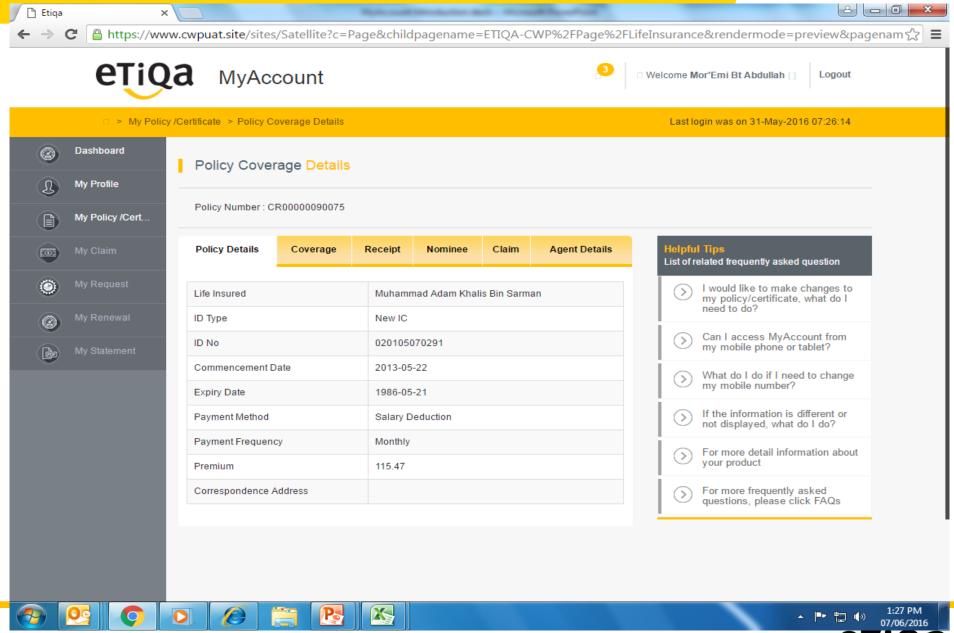




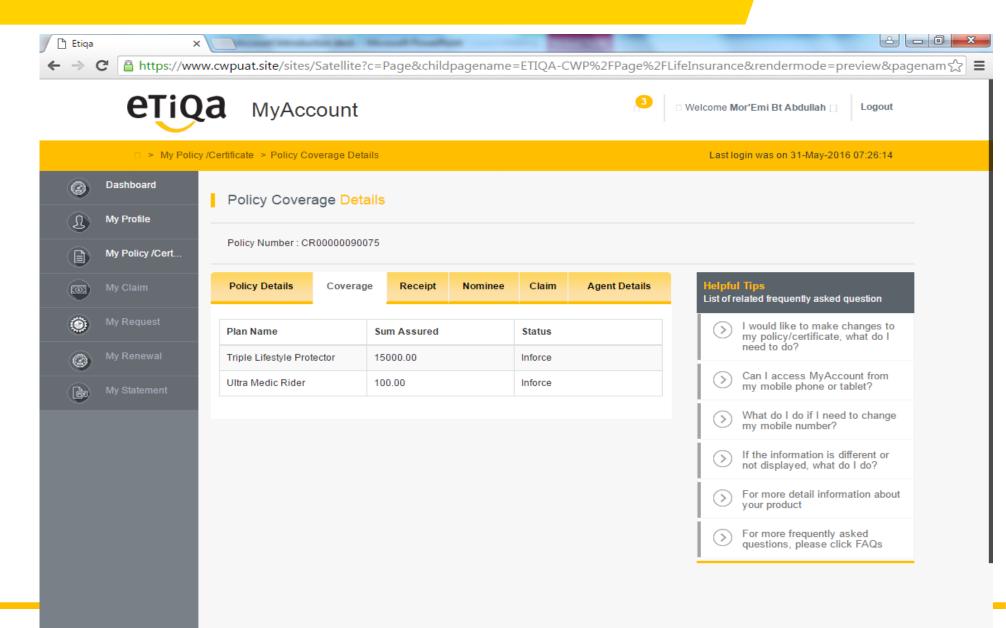




























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