

For Immediate Release

## QBE Hong Kong wins Claims Initiative of the Year – Hong Kong Award at Insurance Asia Awards 2019



*At the Insurance Asia Awards 2019 held in Singapore on 16 July 2019, Lei Yu, Chief Executive Officer for North Asia and Regional Head of Distribution, QBE Asia (left) received the Claims Initiative of the Year – Hong Kong Award on behalf of QBE Hong Kong.*

**Hong Kong, 17 July 2019** – QBE Hong Kong, a member of the QBE Insurance Group, has received the Claims Initiative of the Year – Hong Kong Award at the [Insurance Asia Awards 2019](#). The award is a recognition of the company's outstanding achievement in enhancing its claims experience through digital innovation.

QBE Hong Kong has introduced its Digital Claims platform for [travel](#) and [domestic helper](#) insurance, offering a simpler and faster claims experience. The platform is designed to provide an easy-to-use, efficient and intuitive experience, allowing customers to submit a claim on any device, anytime, anywhere with just a few clicks. As claims are assessed and processed digitally, it enables faster validation and payment, drastically shortening the entire claims lifecycle and delivering operational excellence for the business. Building on the success, the company looks to extend the digital claims capability to a broader range of products in the future.



“At QBE Hong Kong, we believe in creating a claims experience that is as simple, efficient and painless as possible, and digital innovation plays a pivotal role,” said Lei Yu, Chief Executive Officer for North Asia and Regional Head of Distribution, QBE Asia. “It is a great honour for us to receive this award, and it serves as a testament to the dedication and passion of the QBE team towards excellence. Looking ahead, we will continue to leverage digital innovation to deliver exceptional value to our customers and business partners.”

Organized by the Charlton Media Group since 2016, the Insurance Asia Awards honours insurers in Asia Pacific that rise to the challenge and recognizes insurance initiatives that make the most of market opportunities. Nominations from across the region were reviewed by an esteemed panel of judges and experts to select the winners based on a set of criteria, including uniqueness and innovation, effectiveness and impact, and dynamism.

#### **About QBE Hong Kong**

QBE Hong Kong has been serving Hong Kong for more than a century. Today, QBE Hong Kong operations include QBE Hongkong & Shanghai Insurance Limited, QBE General Insurance (Hong Kong) Limited, and QBE Mortgage Insurance (Asia) Limited. As a leading general insurer, QBE Hong Kong provides a comprehensive range of non-life insurance solutions for both business and personal customers. QBE Hong Kong operates through an extensive network of professional insurance agents and brokers and has an exclusive distribution partnership with Hang Seng Bank and Manulife. To learn more about QBE Hong Kong, please visit [www.qbe.com/hk](http://www.qbe.com/hk).

QBE Hong Kong is part of the International Division of QBE Insurance Group Limited, one of the world's top 20 general insurance and reinsurance companies. Headquartered in Sydney, Australia, the QBE Group is listed on the Australia Securities Exchange and operates out of 31 countries in key insurance markets. To learn more about QBE Insurance Group, please visit [www.qbe.com](http://www.qbe.com).

#### **For further information please contact:**

##### **Aimee Kwong**

QBE Hong Kong

Direct: 852 2828 0036

Email: [aimee.kwong@qbe.com](mailto:aimee.kwong@qbe.com)