



AIA STARTER PLANS FAQs

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HOW COME AIA STARTER PLAN CUSTOMERS CAN GET UNDERWRITING DECISIONS SO EASILY?

The underwriting decisions for AIA Starter Plans are assessed and presented to the customer in a similar way to eApp. AIA Starter Plans have lower levels of cover e.g. lower sums assured, therefore less questions in the application. The medical questionnaires are the same as eApp. For AIA Starter Plans, there are no referrals to Underwriting at the decision stage; subject to what a customer discloses they will either be accepted standard, with special terms, or receive a message that they are not suitable for an AIA Starter Plan – at which time a lead opportunity will be presented for an adviser.

WILL OUR UNDERWRITING QUESTIONS CHANGE AS WELL?

No – however we will continue to review the experience as always.

IF CLIENTS DURING APPLICATION STAGE NEED HELP OR REQUEST ADVICE HOW WILL AIA HANDLE THIS?

Customers will have the ability to contact AIA via Live Chat for support during the application. There will also be prompts and resources available to assist customers e.g. help text on questions, FAQs and access to the call centre if required.

MY EXISTING AIA CLIENT HAS FOUND THIS PRODUCT ONLINE AND IT’S CHEAPER, THEY WANT TO MOVE. WHAT ARE THE OPTIONS/REPLACEMENT RULES?

AIA Starter Plans are not available to existing AIA customers.

ARE CLIENTS BEING PROVIDED ANY ADVICE IN THIS PROCESS?

No advice is provided to customers on this product.

IF CLIENTS RECEIVE LOADINGS, OR AIA IS UNABLE TO OFFER THEM COVER UNDER AN AIA STARTER PLAN WHAT HAPPENS?

AIA Starter Plan applications can apply loadings to customers’ cover for them to accept. In the event we are not able to offer terms the customer will be advised that 'this product is not suitable for them', and given the opportunity to request to be contacted by an adviser via an online leads form or Live Chat.



HOW WILL THESE CUSTOMERS BE COMMUNICATED WITH ONCE THEY PURCHASE A STARTER PLAN?

After they purchase the plan there will be a series of lifecycle communications presented to the customer. For example:

- 21-day email to the customer with reminders of payment and tips for managing their plan, AIA Vitality etc.
- Customer experience surveys to support AIA improving our offering
- Anniversary period communications
- Ongoing AIA Vitality Starter engagement communications

HOW DOES IT COMPLEMENT THE ADVISER INDUSTRY RATHER THAN PERHAPS TAKE BUSINESS AWAY FROM US?

AIA has identified an opportunity to help close the protection gap in the NZ market. AIA Starter Plans are designed to provide basic, affordable, and rewarding solutions for customers who want to buy online. We have created a simple and easy upgrade path for when these customers have a change in circumstance and are ready to go through the advice process with an adviser.

HOW WILL YOU ENSURE PEOPLE ARE CHOOSING WHAT IS BEST FOR THEM IF THEY DO NOT HAVE AN ASSESSMENT? HOW WILL YOU KNOW?

We have provided simple and easy to understand information about each plan/benefit and the considerations a customer should make when selecting their plan and sum assured. Live Chat is also available for information only support. We also have a clear communications plan in place with customers to make sure they have the information they need to make any decisions about their plan and whether it remains suitable for their needs.

WHY ARE YOU NOT MAKING THIS AVAILABLE TO ADVISERS?

This is a new product, digital channel, and customer experience for AIA. During the development and design phases, AIA has engaged both with customers and advisers to support the product and experience design, plus how we best launch to market. For launch, AIA will test and learn its adoption with New Zealanders first before potentially offering to Advisers to distribute digitally.

WHAT'S THE UNDERWRITING PROCESS OR THE APPLICATION PROCESS AND HOW DOES IT WORK?

The customer will apply online and answer application questions and medical questionnaires for specific conditions similar to our current eApp. If terms are possible based on the information the customer has told us, the decision (accept standard or special terms) will be presented in the same way eApp does today. If terms are not possible the customer will be advised AIA Starter Plans are not suitable for them and an opportunity for a referral to an adviser will be presented.



WHY IS AIA MAKING SPECIALIST AND DIAGNOSTIC TESTING AVAILABLE AGAIN WITHOUT A HEALTH PRODUCT? I DON'T HAVE THIS OPTION.

AIA has offered a standalone Specialist & Diagnostic Testing benefit in the past, but the level of take-up was very low, so the product was closed to new business to simplify our retail offering. AIA Starter Plans are affordable options for customers with simple insurance needs. Customers seeking more comprehensive cover, such as full medical health insurance, are encouraged to see an adviser.

IS AIA GOING DIRECT AGAIN? SOVEREIGN DID THIS BEFORE AND IT DIDN'T WORK. IS THIS JUST THE START WITH MORE TO COME?

The digital direct channel is about attracting new customers who may not consider traditional insurance channels. This may be due to accessibility or affordability. Sovereign's offering was benefits sold online, whereas AIA's offering is unique as we are selling bundled plans with AIA Vitality Starter embedded. Being Starter Plans, we see this as complementary to the full advice offering to help protect more kiwis, and to help them live Healthier, Longer Better Lives. The pricing is similar to AIA Living, though the benefits are limited to help get more kiwis protected.

HOW WILL AIA ENSURE THAT CLIENTS ARE ABLE TO CHOOSE RIGHT PRODUCT WHEN ONLINE?

We have provided simple and easy to understand information about each plan/benefit, why a customer would want it and considerations on selecting their sum assured. Live Chat is also available for information only support. If a customer was to need advice, AIA will introduce them to Advisers to review their needs and provide the most appropriate solution for their individual circumstances.

HOW DO YOU THINK THE PLANS WILL PERFORM IN TERMS OF THE DIGITAL SPACE, BECAUSE IT'S SUCH A COMPETITIVE AREA?

We know this will be a test and learn for a period of time, but we do know adoption of buying online and, in particular for financial services, is on the rise for New Zealanders. AIA's offering is unique in the risk insurance space as we are selling a bundled solution with AIA Vitality Starter embedded.

WHY IS LIFE INSURANCE INCLUDED IN THE PLANS? MANY CUSTOMERS WHO DON'T HAVE CHILDREN OR DEBT TEND TO QUESTION WHY THEY EVEN NEED LIFE INSURANCE. VERSUS SAY SOMETHING LIKE A PROGRESSIVE CARE OR A TRAUMA-BASED PRODUCT.

Life cover was selected based on the broad need for this benefit and its relevance and affordability to the Family Focus segment. This was supported with the research we conducted to test and validate the product design.

WHO DO CUSTOMERS CONNECT TO WHEN THEY GO TO LIVE CHAT?

Live Chat is managed by AIA's operations support team. They provide factual information only rather than advice.



WILL YOU SEND CUSTOMERS A SURVEY OR ASK FOR FEEDBACK REGARDING THE PURCHASE JOURNEY? WAS THIS EASIER FOR YOU ETC? HOW WILL YOU KNOW IT MEETS THEIR PREFERENCES?

Yes, we have an online seamless voice of customer experience survey at key moments through the buy journey including the learn phase, estimate, application and at issuance.

WHAT HAPPENS AT CLAIM TIME - WHO WILL SUPPORT THESE CUSTOMERS?

Our Claims Team (Claims Specialists or Case Managers) will support these customers.

WHAT ARE YOU DOING FROM A CUSTOMER EXPERIENCE POINT OF VIEW? IF THEY HAVE A BAD EXPERIENCE WHAT DOES THAT DO FOR THEIR LONG-TERM RELATIONSHIP WITH AIA?

At AIA, we pride ourselves on listening to customers and striving to deliver the best customer experience and outcomes. The new digital Starter Plans will be no different. We will be tracking and monitoring all customer experiences from launch - both their buy journey and post issuance -from broad buy journey abandonment timings, responses to the Voice of Customer surveys, frequently asked questions from LiveChat to post issuance Day 1 welcome email, Day 21 check in email and anniversary comms (which includes a check in on current needs) - all in an effort to make sure the buy experience and post issuance processes are easily understood and any bad experiences are managed effectively.

WHAT SHOULD I DO IF THE MEDIA APPROACHES ME FOR COMMENT?

External communication, including contacting the media or posting on social media, is not permitted. Any media queries are to be directed to Anna Biss, Head of Communications & Corporate Affairs, at Anna.Biss@aia.com

WHY DO THESE CLIENTS GET AIA VITALITY CHEAPER THAN CURRENT OFFERING?

Customers are not getting AIA Vitality cheaper; customers on AIA Starter Plans will be getting an AIA Vitality Starter membership which is an entry level version of the AIA Vitality programme. It excludes features such as Premium Flex (i.e. premium discounts), Vitality Status rewards (Silver/Gold/Platinum Countdown or Airpoints), Multi-Benefit Discount, and offers less discounts on Les Mills membership.

WHAT ARE MY OPTIONS TO UPGRADE CLIENTS IF I COME ACROSS EXISTING AIA STARTER PLANS CLIENTS?

Advisers are unable to engage with customers with AIA Starter Plans unless the customer has initiated contact with the adviser.



IS THIS PRODUCT PROPERLY UNDERWRITTEN?

Yes. The application process is linked to our underwriting rules engine. Customers will not be referred to Underwriting. If a customer is unable to provide us the information, we need to complete an assessment they will receive a message to say that the plan is not suitable for them. They will then be offered an opportunity to contact an adviser.

WHAT DOES THE SIGNUP PROCESS LOOK LIKE? AND WHAT'S THE MECHANISM TO GET THEM INVOLVED IN THE FIRST PLACE? ARE THEY POSITIVE ABOUT IT?

Yes. The application process is linked to our underwriting rules engine. Customers will not be referred to underwriting. If a customer is unable to provide us the information, we need to complete an assessment they will receive a message to say that the plan is not suitable for them. They will then be offered an opportunity to contact an adviser.

WHO WILL REVIEW THEM? IS THERE A REVIEW PROCESS?

Customers will receive annual anniversary communications. Customers will be prompted to think about any life changing events or circumstances that may have occurred in the past year and may be directed to an adviser to discuss their future insurance needs.

HOW WILL YOU KNOW CONSUMERS ARE TRULY AWARE OF WHAT THEY ARE BUYING? THEY CAN EASILY BELIEVE THAT SPECIALIST & DIAGNOSTIC TESTING IS MEDICAL INSURANCE.

Through the buy journey we will be providing simple and clear information on what the cover does and does not provide. This includes at the learn phase and the estimate phase as they review and select their plan and cover amounts.

ARE CLIENTS COMING OFF THEIR PARENT'S INSURANCE - CUSTOMERS TO AIA - BEING RESTRICTED FROM BUYING?

Yes, if customers have any existing policies with us, they are ineligible to purchase AIA Starter Plans. AIA Starter Plans are for new business customers only.