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AIA Hong Kong
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Hong Kong

Memo

Attn:	All EDD & Honourable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong and Macau)	From:	Victor Man
Copy:	Mr. Alger Fung / Ms. Amelie Shen / Ms. Amy Chan / Mr. Louie Ho / All Department Heads / ABDD Executives / CSBD Executives / IVS Executives / Contact Centre	Dept:	Corporate Solutions
Date:	22 September 2025	Total pages:	2

Subject: **(A250943) 企業業務全新推出市場首創「團體保險 AI 助理」**
Corporate Solutions Launches Market-first "Employee Benefits Concierge" (Powered by AI Assistant)

AIA 企業業務（CS）一直以來致力於追求創新及提供最佳客戶體驗，為推動數碼轉型及不斷提升客戶體驗，CS 全新推出**「團體保險 AI 助理」**。

全新推出的「團體保險 AI 助理」是**團體保險市場中首創的人工智能助理**，透過將其融入至 AIA+ 手機應用程式（AIA+），能讓團體保險客戶（「客戶」）**查詢各類僱員福利問題，使客戶得到更加快速、便捷及個人化的支援**。

1. 主要特點：

	特點	簡介
✓	**即時回饋**	**對複雜的詢問能提供智能解答**
✓	**支援多種語言對話**	**針對香港多元語言， 支援口語英語、繁體中文及簡體中文**
✓	**同時處理多項查詢**	**無需重複提問的情況下能在一次對話中解決多個問題**

請按此參閱**「團體保險 AI 助理」使用指南**。

2. 分階段投入服務：

i) **2025 年 9 月底起分階段向客戶投入服務**。客戶及其客戶服務營業員將會分階段經電郵收到通知，敬請密切留意企業業務最新通訊。
ii) **預計於 2026 年第 2 季正式全面開放給予全部客戶使用**。

我們深信「團體保險 AI 助理」將為客戶提供更多的支援，提升整體客戶體驗及各位營業同事的營業效率。

如有任何查詢，歡迎與負責 貴區之企業業務營業拓展部同事聯絡或經 iEngage / PES 使用 LiveChat 查詢。

「AIA」、「友邦」或「友邦香港」是指友邦保險（國際）有限公司（於百慕達註冊成立之有限公司）。
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AIA Corporate Solutions (CS) has always been committed to pursuing innovation and providing the best experience for customers. In support of digital transformation and the continuous enhancement of customer experience, CS proudly launches **"Employee Benefits Concierge"**.

The newly launched "Employee Benefits Concierge" is a group insurance **market-first GenAI-powered assistant**. By integrating it into the AIA+ mobile application (AIA+), **group insurance customers** (Customers) **can query a wide variety of questions related to employee benefits, allowing them to receive faster, more convenient, and personalized support**.

1. **Key Features**:

	Features	Description
✓	Instant Responses	Intelligent answers to complex benefits inquiries
✓	Natural, Multilingual Conversations	Fluency in colloquial English, Traditional and Simplified Chinese, tailored for Hong Kong's diverse language preferences
✓	Multi-query Handling	Resolves multiple questions in a single conversation with no repetition needed

Please click here to view the **user guideline of "Employee Benefits Concierge"**.

2. **Rollout in Phases**:

i) **Starting at the end of September 2025, services will be gradually rolled out to customers**. Customers and their servicing agent(s) will receive notifications via email in phases. Please stay tuned for the latest updates from Corporate Solutions.
ii) **It is expected a full official rollout in the 2nd quarter of 2026 for all customers**.

We truly believe that "Employee Benefits Concierge" will provide more efficient support to our customers, enhance the overall customer experience, and better the sales efficiency of our Financial Planners.

If you have any questions, please contact your designated CS business development executives or enquire by using LiveChat in iEngage/PES.

Yours faithfully,

Victor Man
Head of CS Business Development
(Agency Distribution) - Corporate Solutions

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