AIA Hong Kong
Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333
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Memo

Attn: All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders/ Financial Planners

From: Amy Chan

Copy: Mr. Alger Fung, Mr. Louie Ho / All Department Heads /ABDD Executives

Dept: ABDD Management

Date: 2nd July, 2026

Total page: 6 pages

Subject: **(A260701) 全新推出「智友易+」**
Newly launched 「AIA Smart+」



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AIA Smart+ / 智友易+

營業數碼及創新科技團隊一直與**客戶及市場策劃 (C&M) 團隊**緊密協作，優化數碼平台設計，致力達至數碼一體化體驗，同時亦與**資訊科技(TDA)團隊**攜手合作，透過運用更智能更先進技的術開發 AIA Smart+，進一步減少跨平台操作。有賴各團隊的共同努力，AIA Smart+得以為財務策劃顧問帶來更流暢、更直觀及更高效的使用體驗。

為協助大家更高效善用科技、更順暢地處理日常工作，並進一步提升資訊整合與使用體驗，我們很高興宣布 **AIA Smart+ (智友易+) 將由即日起正式全面推出**，並將會取代現有 iEngage (友幫手) 及 AIA Smart(智友易)。

AIA Smart+ (智友易+) 已於 **2026 年 4 至 6 月期間推出給先導成員進行初步體驗**，期間收集了先導計劃成員的意見，並持續優化功能與操作體驗。現階段平台已準備就緒，將正式開放予所有財務策劃顧問使用，支援大家在工作上更快掌握資訊、更有效率地完成每日任務。

AIA Smart+ (智友易+)主要功能亮點

- **一站式體驗**：常用工具與資訊集中、管理操作更直觀、切換更流暢
- **整合社交平台資訊：**匯聚關鍵社交平台更新與內容資源，一處掌握最新訊息。
- **個人化首頁**：依使用習慣呈現關鍵資訊
- **資源站**：快速查閱常用內容與支援資訊
- **客戶及機遇整合**：更清晰掌握跟進與機會
- **GenAI 搜尋功能**：以更智能方式協助搜尋與定位所需資訊

同日, 公司特意推出「全新 AIA Smart+ 人人有賞」，只要同事於 **7 月** 期間下載並成功登入 AIA Smart 一次 ，**即可獲得百佳超級市場 HK$50 現金券**！人人有賞！詳情請參閱 A260716。

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立即下載，體驗 AIA Smart+ (適用於手機及 iPad)

掃瞄二維碼下載 或登入 營業員專頁(eAC)

路徑: eAC > Bulletin & Download > Software > AIA Apps Centre

iOS (For iPhone/iPad)	AndroidOS (For Android Phone)

支援與查詢

如在安裝、登入或使用期間遇到任何問題，請聯絡財務策劃顧問 IT 熱線

- 香港: 致電 3108 1338 或電郵至 hk.helpdesk@aia.com
- 澳門: 致電 8988 1900

營業團隊將發出相關備忘錄、為財務策劃顧問提供培訓，並進行區域探訪，以重申並加強財務策劃顧問理解及遵守任何與銷售相關的資料**一律不得於香港及澳門以外地區用作任何銷售或推廣用途**。此外，**所有培訓材料均屬嚴格保密及僅供內部使用，在任何情況下均不得用作任何銷售或推廣用途，亦不得向客戶披露。**

Amy Chan
Chief Agency Officer
Agency Distribution
AIAHK & Macau

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AIA Smart+ / 智友易+

The Agency Digital & Innovation Team has been working closely with the **Customer & Marketing team** to optimize digital platform design. This partnership is focused on delivering a seamless digital integration experience for Agency. By aligning strategies and sharing expertise, both teams are committed to enhancing the overall effectiveness and appeal of digital solutions.

In addition to this collaboration, the **Agency Digital and Innovation Team** has also joined forces with the **TDA team** to leveraging smarter and more advanced technologies to develop **AIA Smart+.** This innovative platform is designed to minimize cross-platform operations.

To help everyone leverage technology more effectively, manage daily work more smoothly, and to further enhance information integration and the overall user experience—**we are pleased to announce the official launch of "AIA Smart+". AIA Smart+ will replace iEngage and AIA Smart.**

AIA Smart+ successfully completed its pilot launch for initial trial and experience from April to June 2026. Throughout the pilot period, team has collected feedback and continuously refined the platform's functionality and user experience. AIA Smart+ is now ready and formally available to all Financial Planners, enabling faster and more streamlined completion of day-to-day tasks.

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Key highlights of AIA Smart+

- **Seamless across Mobile & iPad:** Centralized access to commonly used tools and information, with more intuitive management, smoother navigation, and easy switching between functions.
- **Integrated social media platform:** Key updates and content resources from major social platforms are aggregated in one place, so you can stay up to date at a glance.
- **Personalized homepage:** Essential information is presented based on your individual usage patterns.
- **Info Hub:** Quick access to frequently used content and support information.
- **Customer and Lead management:** Clearer visibility of follow-ups and opportunities.
- **GenAI search:** A smarter way to search and quickly locate the information you need.

Meanwhile, the Company specially launch the "New AIA Smart+ Rewards for All" campaign. Financial Planners download and log in to AIA Smart+ once during July, they will receive a HK$50 ParkNShop cash voucher! Everyone gets a reward! For details, please refer to A260716.

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Download now and experience AIA Smart+ (Available on mobile and iPad)

Scan QR code to download or login Agency Corner(eAC)

Path: eAC > Bulletin & Download > Software > AIA Apps Centre

iOS (For iPhone/iPad)	AndroidOS (For Android Phone)

Support and enquiries

If you encounter any issues with installation, sign-in, or experience, please contact the IT Hotline at:

- Hong Kong: 3108 1338 or email hk.helpdesk@aia.com
- Macau: 8988 1900

The Agency team will arrange for the issuance of relevant memos, the provision of training to agents, and the conduct of district visits to ensure that agents clearly understand and comply with the requirement that **sales-related information must not be used outside Hong Kong and Macau for any sales or promotional purposes**. In addition, **all training materials are to be treated as strictly confidential and for internal use only**, and **must not be used for any sales or promotional purposes or disclosed to customers** at any time.

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