

NEWS RELEASE

For immediate release

Singlife Accelerates Digital Transformation with Qlik's AI-Powered Analytics, Enhancing Speed of Digital Claims Process

SINGAPORE – 30 November 2023 – [Singlife](#), a leading homegrown financial services company in Singapore, today announces that it has partnered with [Qlik](#)® to enhance its digital agility and analytics capabilities. This collaboration aims to improve customer service and deliver value-driven digital financial services.

Through Qlik's cloud data integration and visualisation capabilities, Singlife employees gain access to 360° real-time customer insights, including claim processes and call centre service inquiries. These insights empower employees to make informed decisions, reduce friction, and elevate the customer experience for over one million customers across Singapore and Southeast Asia. As a result, the claims process has been streamlined, leading to enhanced efficiency and 35% reduction in data analysis costs.

In line with its cloud-first strategy, Singlife is moving its business analytics infrastructure to the cloud in 2024. This move will further enhance its digital capabilities and make it one of the first few financial services companies in the ASEAN region to fully migrate its business intelligence (BI) solutions to the cloud.

Qlik Cloud provides Singlife with AI-powered data integration and analytics solutions that deliver analytics-infused customer and employee insights. These holistic solutions scale on-demand to unlock immediate value and actions, such as claim resolutions and new service delivery.

To support its digital transformation journey, Singlife has developed over 300 BI applications, including customer- and internal-facing apps, from multiple internal data sources. These applications utilise Qlik Sense to tackle complex analytics challenges. With Qlik Sense, Singlife can create, share, and distribute dashboards to empower customer service agents to make sharper, data-driven decisions. For instance, employees can easily filter and segment customer insights to provide timely advice on insurance coverage, enhancing the end-to-end customer journey. In addition to this, Singlife is using [Qlik Application Automation](#) to automate reporting functions and further back-end tasks to help trigger informed actions from employees.

Singlife will also utilise Qlik's Singapore cloud region to store and deploy data for analytics locally at scale, ensuring optimal operational performance and data compliance while achieving cost savings.



"Data is crucial for making informed decisions, and Qlik is helping Singlife make better decisions faster to improve our customer care while driving costs down," said **Richard Vargo, Group Head of Products, Propositions and Transformation, Singlife.**

"Running data analytics using Qlik and the cloud provides us with new customer insights faster and the cost efficiency we need, which is essential for an agile business like ours," he added. "We are excited about exploring Qlik's machine learning solutions to make predictions and plan decisions even faster and more accurately in the future."

"The insurance industry in Singapore is rapidly evolving to better serve customers on digital channels, and Singlife is leading the way using cloud technologies to deliver innovative new services," said **Geoff Thomas, Senior Vice President, Qlik Asia Pacific and Japan for Qlik.**

"Singlife is setting an inspiring example in Singapore's insurance and financial services industry, demonstrating how cloud technology can revolutionise customer service, reduce costs, and fuel innovation," he continued. "Singlife's success underscores the incredible potential of harnessing data in the cloud with Qlik."

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About Singlife

[Singlife](#) is a leading homegrown financial services company offering consumers a better way to financial freedom. Through innovative, technology-enabled solutions and a wide range of products and services, Singlife provides consumers control over their financial wellbeing at every stage of their lives.

In addition to a comprehensive suite of insurance plans, employee benefits, partnerships with financial adviser channels and bancassurance, Singlife offers investment and advisory solutions through its [GROW with Singlife](#) platform. It also offers the Singlife Account, a mobile-first insurance savings plan.

Singlife is the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. Singlife is also an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment, affirming its commitment to finding a better way to sustainability.



First announced in September 2020 and valued at S\$3.2 billion, the merger of Aviva Singapore and Singlife was the largest insurance deal in Singapore then and created one of the largest homegrown financial services companies in the republic.

About Qlik

Qlik, with the recent addition of Talend, delivers an industry-leading portfolio of solutions for data integration, data quality and analytics. This includes advancements in real-time data, AI, ML and automation. The most successful organisations are investing in data to make sense of the increasing amounts and varieties of data from diverse sources. The challenge is to effectively integrate, analyse and act on the data while ensuring its trustworthiness. With more than 40,000 active customers in over 100 countries, Qlik's solutions work with virtually any data source, target, architecture or methodology, to ensure customers have the data they need, whenever they need it.