



NEWS RELEASE

Singlife Teams Up with Salesforce to Launch AI Agent for Customer Service Executives

The AI agent will boost customer service efficiency by providing timely and accurate responses to stakeholder queries

SINGAPORE, 14 October 2025 – Leading homegrown financial services company Singlife today announces its collaboration with [Salesforce](#), the world's #1 AI Customer Relationship Management (CRM) platform, to launch an artificial intelligence (AI) agent for Singlife's customer service executives.

Singlife is the first insurer in Singapore to adopt [Agentforce](#), the agentic layer of the Salesforce platform. With Agentforce, Singlife's customer service executives will have access to an intelligent AI agent capable of delivering real-time, trusted responses to a broad range of product-related questions. The AI agent will support faster, more accurate responses to customers, improving service quality and response times as part of efforts to improve customer experience.

Singlife is leveraging Salesforce's [Data Cloud](#), the hyperscale data engine built within the Salesforce platform, to ingest Singlife's extensive knowledge base from product manuals to training guides and FAQs. Typically, customer service executives would have to manually search through these materials to find relevant information and respond to stakeholders. With Agentforce, they will have access to answers almost instantly, enabling faster and more consistent support.

Romil Sharma, Group Head of Technology and Operations, Singlife said: "At Singlife, AI is more than just a tool – it is becoming a key part of how we run the business. Collaborating with Salesforce allows us to bring AI into the hands of our customer service executives in a practical way, helping them respond faster and with greater confidence. This AI agent also represents an early step in our broader strategy to harness AI across the company, from customer service to underwriting, claims and distribution. Ultimately, our aim is to institutionalise AI as a core enabler for business growth, operational excellence and customer-centricity."

"We're thrilled to collaborate with an industry pioneer like Singlife to redefine customer engagement in the insurance industry with Agentforce. By leveraging Agentforce and Data Cloud to unlock a new level of service efficiency, businesses like Singlife can enhance the human connection and deliver the trusted, seamless experience that builds lifelong customer loyalty," said **Arun Kumar Parameswaran, Executive Vice President & Managing Director, South and Southeast Asia, Salesforce**.

Singlife is looking to expand the use of Agentforce beyond its own customer service executives to its network of financial adviser representatives. By providing

representatives access to timely and reliable information, the AI agent can help them address customer needs with greater clarity and confidence.

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About Singlife

[Singlife](#) is a leading homegrown financial services company that offers consumers a better way to financial freedom. We are headquartered in Singapore with a presence in the Philippines.

Singlife meets diverse customer needs by offering a comprehensive suite of insurance products, including life and health, general insurance and investments, employee benefits and financial advisory solutions.

We achieve this through a differentiated, open-architecture distribution model and Singapore's largest network of financial advisers.

A pioneer in the digital insurtech space, we offer digital solutions accessible through the Singlife App and [GROW with Singlife](#), an investment platform.

We are a key player in the employee benefits solutions space and are the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. We're also one of three government-approved long-term care insurance providers in Singapore.

We take our commitment to achieving Net Zero seriously and are an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment.

Singlife was formed from the merger of Aviva Singapore and Singlife, originally an insurtech start up, in January 2022. Singlife is now a wholly owned subsidiary of Sumitomo Life, who acquired Singlife in 2024. We have over S\$16 billion in assets as of 31 December 2024 and are rated "A" and "Baa1" by Fitch and Moody's respectively.

Public

Sumitomo Life was established in 1907 and is one of Japan's largest life insurance companies, with over US\$300 billion in assets as of 31 March 2025.

About Salesforce

Salesforce helps organizations of any size become agentic enterprises - integrating humans, agents, apps, and data on a trusted, unified platform to unlock unprecedented growth and innovation. Visit www.salesforce.com for more information.