



PRESS RELEASE

FOR IMMEDIATE RELEASE

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ETIQA PARTNERS WITH SIGHTCALL TO LAUNCH E-CLEVA, A VIDEO CLAIM SERVICE TO ASSESS & APPROVE CLAIMS REMOTELY IN MINUTES

Kuala Lumpur – Etiqa recently launched the Etiqa Claims Express Video Assist or E-CLEVA together with SightCall, the leading global provider of real-time video interactions for enterprises. E-CLEVA has been designed to allow Etiqa’s Claims Consultants to interact with a claimant directly and remotely via an audio-video call. Through these features, any damage to a claimant’s windscreen, vehicle or property can be assessed and approved by Etiqa in just a matter of minutes.

The audio function works as per any traditional phone conversation, but the video function enables the Consultant to assess the damage to the claimant’s windscreen, vehicle or property in detail – via E-CLEVA’s ability to utilize the claimant’s smartphone camera to zoom in, turn on the flashlight, take a photo or record a video of the damaged area. Once the damage is assessed, the Consultant can immediately calculate the cost of repair and disburse the funds to the claimant. And all this is done remotely.

“E-CLEVA is another great example of Etiqa’s commitment to deliver Fast & Easy experiences to our customers. Typically, a claimant would have great difficulty in driving their damaged vehicle to a workshop, or arranging for an adjuster to come to their property to assess the damage to their home. Once the damage has been assessed, it usually take a few more days for the repairman or mechanic to provide a quote. With E-CLEVA’s remote audio-video call, customers no longer have to go through the hassle, nor wait for days to get compensation. Damages are assessed instantly, cost of repairs quoted immediately and funds disbursed within minutes,” said Kamaludin Ahmad, Group CEO Etiqa Insurance & Takaful.

Muhammad Azlan Noor Che Mat, Head of Claims Care added, “My team is measured on how easy our customers can make a claim and how fast we expedite the claim payment.”

“Etiqa’s “Fast & Easy” mantra means they constantly look for ways to improve their customers’ experience,” stated Alex Leroux McCarroll, Regional Director APAC at SightCall. “This mindset makes it natural for them to be the first insurance provider to implement augmented-reality powered video claims in Malaysia. SightCall are absolutely delighted to help Etiqa transform their claims process, making it faster and easier than ever before.”



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More than 95% of E-CLEVA users have found the experience amazing and would happily recommend it to their friends and family.

Etiqa continuously looks to drive innovation, not just for motor claims payouts, but also for motor insurance or takaful products. For those looking to renew their motor insurance or takaful, and are seeking supplementary coverage options, Etiqa now offers Oto 360. A personal accident plan, Oto 360 gives financial coverage for the insured, driver and/ or passenger in the case of disablement or death in an accident. In addition, they are entitled to unlimited towing mileage, 24-hour Etiqa Auto Assist programme, and an inconvenience allowance. Three additional motor add-ons are New Spare Parts, which gives coverage for new spare parts to replace accident-damaged ones at no additional charge; Whole Car Repaint, which covers the repaint job for the entire car, instead of just the damaged area; and Smart Key Replacement which gives up to RM3,000 to replace lost, stolen or damaged smart keys.

Etiqa customers can enjoy this Fast & Easy claims experience when they contact the Etiqa Claims Careline at 1-300-88-1007.

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About Etiqa

Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 24 Insurance and Takaful branches, more than 350 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers in Malaysia. Regionally, we have expanded our wings and set up base in Singapore, the Philippines and also Indonesia.

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About SightCall



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SightCall is the world's leading augmented-reality powered video cloud platform, delivering live interactions between business and customers on every continent around the globe. In a connected, mobile-first world, businesses leveraging SightCall have the ability to see what their customers see and guide them remotely. With over 10 years of experience in remote video assistance, SightCall helps businesses transform their customer service and field service with the power of augmented reality and live video. SightCall partners include Salesforce, Coresystems, Accenture and ServiceMax. For more information, visit www.sightcall.com.