

Press Release
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FTLife introduces “AI Drill”, an AI-driven agency training tool
Investing in artificial intelligence, machine learning, data analytics and
other advanced technologies,
FTLife is prepared to foster the future of insurance professionals

Hong Kong – With a vision to “Think beyond insurance.”, FTLife Insurance Company Limited (“FTLife”) introduces “AI Drill”, an artificial intelligence (“AI”) and big data driven training tool, into its coaching programme, reinventing the traditional learning approach and cultivating the next generation agency force. FTLife is the first insurance company co-developing this smart presentation and communication training tool with the local tech start-up Datality Lab Limited (“Datality Lab”). It enables FTLife to enhance the competency and professionalism of existing in-service and future insurance practitioners.



FTLife is the first insurance company co-developing an agent training tool utilizing AI and big data technology with Datality Lab.

Equipped with communication techniques via tailored meeting scenarios

It is essential for insurance agents to identify the unique needs of each of their customers. “AI Drill”, co-developed with Datality Lab, featuring AI analysis and machine learning technology, offers 10 scenario-based simulations to upskill users’ communications techniques, enabling them to better understand their customers through conversations. Leveraging 70 performance checkpoints and 170 scoring algorithms, “AI Drill” evaluates the way agents and agent-students communicate with AI customers with distinctive background settings. From tonality to fluency, and speech content to body language, “AI Drill” provides a more objective and comprehensive feedback mechanism that complements the individual knowledge of trainers.

Dionne So, Acting Chief Agency Officer & Chief Talent Officer of FTLife says, “FTLife is always striving to deliver the best resources to our agents and insurance professionals, assisting them to develop personal growth and pursue a career in the insurance industry.” Ms So continues, “With that in mind, we launched the ‘LEAP & Beyond Entrepreneurship Development Programme’ this year, helping those ambitious young talents to develop entrepreneurial skills. And today, we have incorporated ‘AI Drill’

into our training programme, to provide this new agile generation flexibility and access to quality training, whenever and wherever they want.”

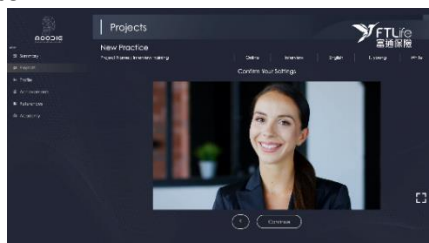
Enhanced coaching efficiency and quality with combined AI and human training

In order to cope with the rapid changes of the market, FTLife sees the demand for transforming the industry’s traditional face-to-face training approach. Incorporating “AI Drill” as part of the Personal Growth and Performance Coaching (“PGPC”) model, FTLife has developed a new, agile and comprehensive training paradigm. “AI Drill” makes training accessible, where agents and agent-students can undertake training and learning anytime and anywhere, thereby managing their own time.

Enriching intuition-based training with quantified data, “AI Drill” also fills the gap of traditional agency drill training. Trainers can deep-dive into the training with referable data analytics and trackable improvements on agents and agent-students’ performance to formulate training plans in line with an individual’s strengths and weaknesses. The agility of “AI Drill” enhances training efficiency and comprehensiveness, meeting the demands of a new generation which echoes with the market trends.

Optimising “AI Drill” with more diverse scenarios-based training that reflects the latest market developments, FTLife will continually explore and introduce more cutting-edge technologies into its training programmes to ultimately enable FTLife agents to excel beyond industry standards, and reinvent the traditional insurance agent training approach.

Photo:



“AI Drill” features up to 10 scenario-based simulations for agents and agent-students to upskill their communications techniques via interactions with AI clients.



With 70 performance checkpoints and 170 scoring algorithms, “AI Drill” provides an objective and comprehensive feedback mechanism exceeding the individual knowledge of trainers.



“AI Drill” offers flexibility in accessing quality training, anytime and anywhere, thereby enhancing the competency and professionalism of existing in-service and future insurance practitioners.



Data-driven performance analytics is made available via “AI Drill”, allowing trainers to formulate training plans aligned to individuals’ strengths and weaknesses.

About FTLife Insurance Company Limited

FTLife Insurance Company Limited (“FTLife”) is one of the most well-established life insurance companies in Hong Kong and a wholly-owned subsidiary of NWS Holdings Limited (Hong Kong Stock Number: 0659). Building on a history of more than 30 years in the territory, FTLife provides individual and institutional clients with a diverse range of insurance and wealth management products and services, including life, health, accident, savings and investment insurance. As a member of New World Group, FTLife works with diversified businesses within the Group to create synergies and provides customers with best-in-class life-planning solutions, from wealth management and succession to health, wellbeing and quality of life enhancement.

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