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Announcement:

Generali Life Insurance Unveils First AI VoiceBot to Transform Customer Experience



As we continue our journey under the Lifetime Partner 2027: Driving Excellence strategy, **Generali Life Insurance Malaysia** is embracing bold innovation to transform how we serve our customers. At the heart of this transformation is our commitment to delivering exceptional experiences – powered by technology, empathy, and operational excellence.

Today, we are thrilled to unveil a major leap forward in that mission:



Generali Life's VoiceBot is more than just a voice assistant, it's a smart, responsive, and human-like digital companion designed to transform customer interactions through intelligent automation.

By handling routine enquiries and sending premium payment reminders, the AI VoiceBot delivers faster, more consistent service. Its integration into our Call Centre marks a significant step toward creating a smoother, more seamless experience for every customer.

What Can Generali Life's AI VoiceBot Do?

1 CUSTOMER ENQUIRY AI VOICEBOT

Reachable via **1300 13 2121**, Generali Life's AI VoiceBot delivers instant responses to frequently asked questions, including:

- Branch Locations
- Digital Product Benefits
- General Policy Service Enquiries



2 PREMIUM PAYMENT REMINDER AI VOICEBOT

Meet **Aisyah**, our automated assistant who sends timely voice reminders for premium payments, helping customers maintain uninterrupted insurance coverage with ease.

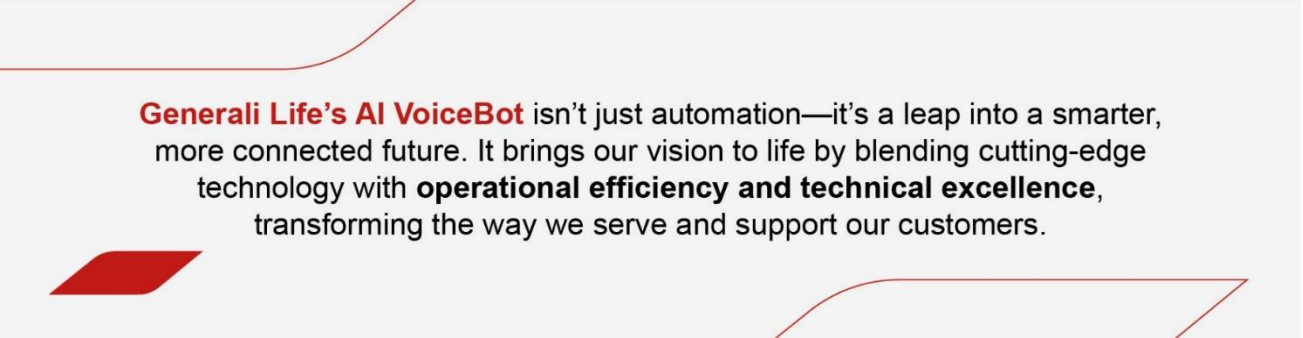


How Generali Life's AI VoiceBot Transforms Service and Operations

Enhanced Customer Experience: Provides fast, accurate, and natural-sounding responses that feel genuinely human, making every interaction more intuitive and satisfying.

Operational Efficiency: Lowers call abandonment rates and speeds up resolution times, streamlining support and driving overall productivity.

Technical Excellence: Powered by advanced AI, it paves the way for continuous innovation and smarter service delivery.



Generali Life's AI VoiceBot isn't just automation—it's a leap into a smarter, more connected future. It brings our vision to life by blending cutting-edge technology with **operational efficiency and technical excellence**, transforming the way we serve and support our customers.

Let's celebrate this milestone together and keep pushing the boundaries of excellence in everything we do.