



EXPERIENCE

**HAVING BETTER
CONVERSATIONS WITH
OUR CUSTOMERS**

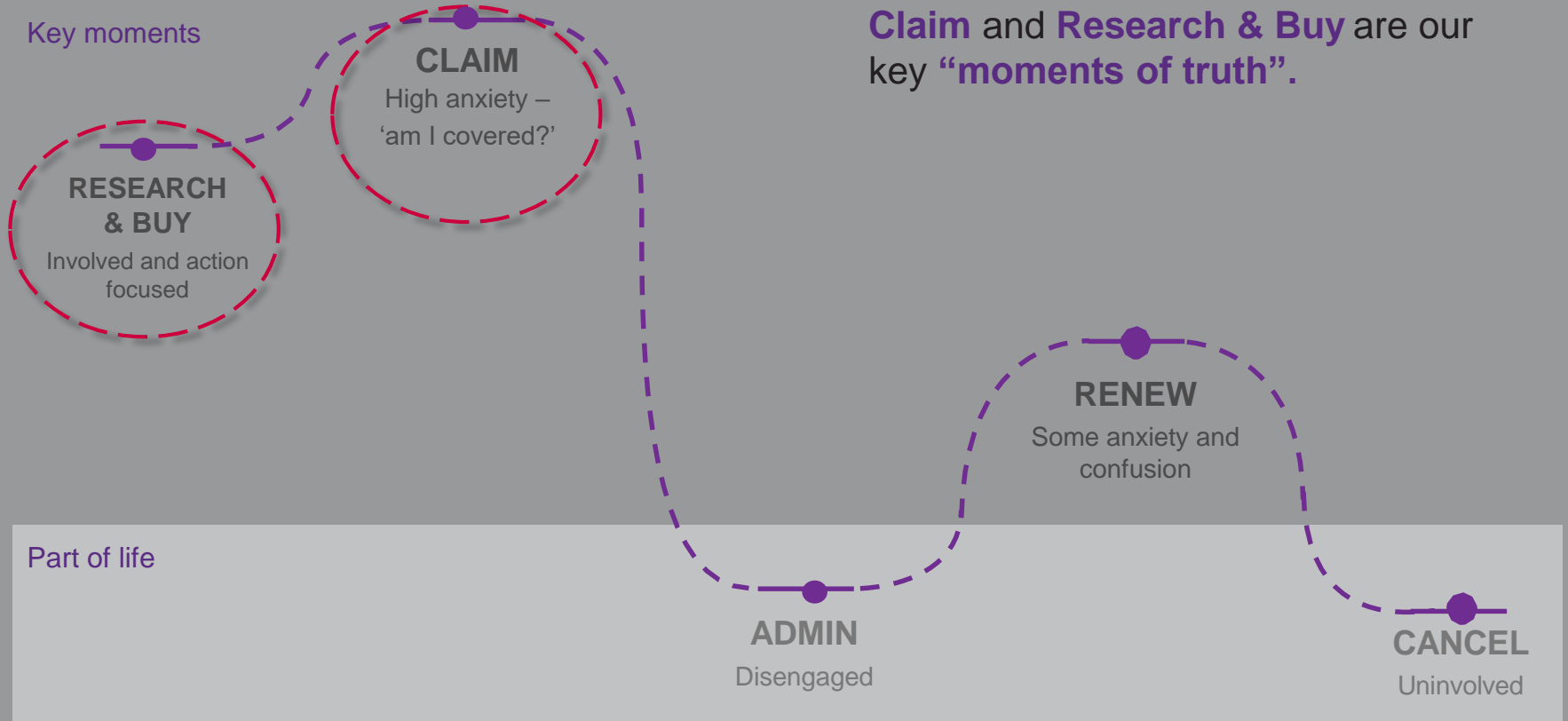
Transformation strategy to deliver great CX



**TO CREATE ASIA PACIFIC'S
MOST LOVED, MOST INVENTIVE AND
MOST SUCCESSFUL INSURER**

MOMENTS OF TRUTH

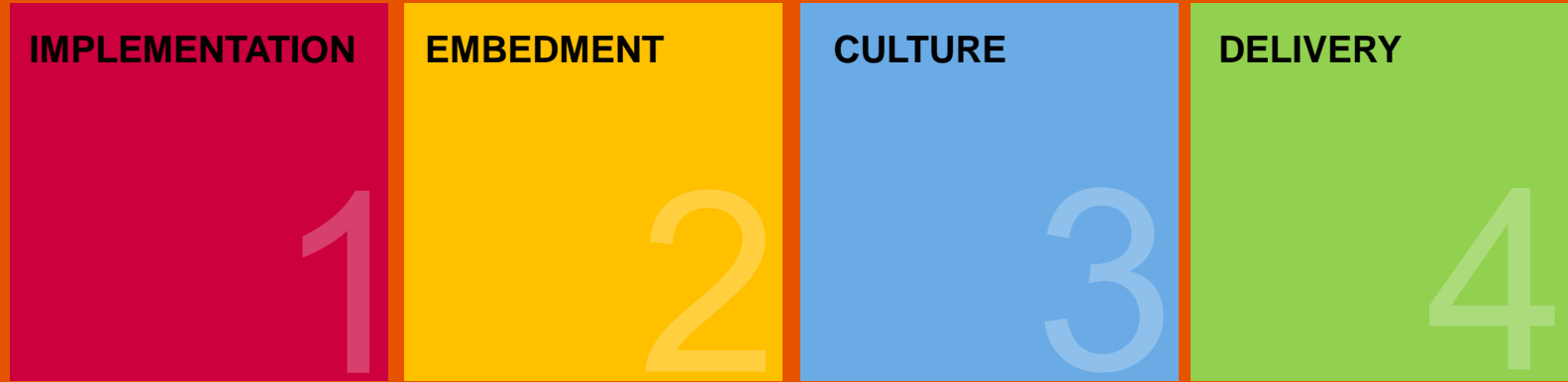
Key moments



AN IAG THAT LISTENS, LEARNS AND ACTS TO MEET CUSTOMER NEEDS



Our journey so far.



HOW WE'RE GOING.

1. 70,000+ customer conversations in first year
2. 7 point uplift in NPS in first year
3. 85% of customers have excellent experiences with our people

What I've learnt.



You can't rush
building a customer-
led organisation



Culture is king



Direct customer
feedback is
confronting



Be ready to pivot

Thank you.



New Zealand

