

One Touch to boost Kurnia customer base

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PETALING JAYA: Kurnia Insurans (Malaysia) Bhd expects to increase its motor comprehensive policy customers by 20-30 per cent in the next 12 months, helped by its newly-launched Kurnia One Touch mobile application.

To date, Kurnia has about 800,000 motor comprehensive policyholders.

Kurnia chief executive officer Wong Kim Teck said the mobile application would further assist customers in the event of any road emergency and expedite the claims service. The application was developed in four months at a cost of RM70,000.

Speaking to reporters after the launch of the Kurnia One Touch here yesterday, Wong said it is designed to reduce stress of its policyholders by saving time in the event of an emergency.

"The launch is timely due to the

uptrend in the usage of smartphones, especially in retrieving information or getting assistance in time of need," he said.

In his speech earlier, Wong said the company will continue to broaden and enhance its range of applications for mobile services over the coming years.

Kurnia expects the application to be downloaded by 400,000 existing policyholders by year-end.

The application — available for Blackberry, iPhone and Android operating system — enables policyholders to receive assistance from Kurnia Auto Assist team as soon as possible in case of an emergency. It also provides the list of nearby Kurnia branches and panel workshops.

The event was officiated by Deputy Minister of Finance Datuk Donald Lim Siang Chai. Also present were Kurnia chairman Datuk Dr Sharifuddin Wahad and Maxis Bhd chief operating officer Jean Pascal Van Overbeke.



(From left) Maxis Bhd chief operating officer Jean Pascal Van Overbeke, Kurnia chairman Datuk Dr Sharifuddin Wahad, Deputy Minister of Finance Datuk Donald Lim Siang Chai and Kurnia CEO Wong Kim Teck launching the Kurnia One Touch mobile application yesterday.