



WHATEVER YOU'RE
PLANNING,
WE'LL HELP MAKE
LIFE GREAT.



Great Eastern Life, Singapore

Challenge

To provide Great Eastern with a technological platform to support the Electronic Mobile Advisory Solutions (E-MAS) system and fulfil the requirements of reliability, mobility, flexibility and wireless connectivity.

Solution

Possessing more than a decade of pen computing experience, Fujitsu has developed over 20 distinct generations of pen computing products. The Fujitsu LifeBook T4010 is a convertible tablet PC versatile enough to meet the needs of Great Eastern Life Planners, enhancing their productivity while on-the-go.

Benefits

Powered by Intel® Centrino™ Mobile Technology and equipped with a DVD Super Multi Drive and superior security features, the convertible LifeBook T4010 conveniently transforms from a notebook to a tablet with one quick swivel, allowing the Life Planners to interact efficiently and effectively with their customers. The electronic digital inking technology enables the recognition of handwriting, automatically converting them to text. Supporting English and even Chinese characters, applications can be processed instantly, minimising the amount of administrative work involved.



"Fujitsu is a pioneer and leading tablet PC manufacturer, having had more than 13 years of design and engineering experience. We are proud to assist Great Eastern in enhancing the interaction levels between Life Planners and customers, facilitating greater efficiency and productivity with the LifeBook T4010"

- Mr Mok Wai Tong, Vice President, Sales, Fujitsu PC Asia Pacific

The Great Eastern Story

Established in 1908, Great Eastern is the largest insurance group in Singapore and Malaysia, with over \$36 billion in assets and 2.4 million policyholders. It is the market leader in Singapore and Malaysia, with a market share of 27.8% and 21.1% respectively.

Great Eastern believes in leveraging on IT to enhance various business processes so as to constantly improve the level of service to customers. This drive to increase overall customer satisfaction has led the company to launch its paperless initiative, to enable its life planners to respond efficiently and competently to customer's needs.

The Paperless Initiative

To propel its paperless initiative, Great Eastern developed the E-MAS system. It is a sophisticated and customised straight-through processing point-of-sale system which is fully integrated with its backend systems. E-MAS allows the Life Planners to conduct their sales process seamlessly from fact-find and financial needs analysis to generation and e-submission of insurance proposals. There is substantial savings in time and cost.

Mr Tan Jiak Hiang, Head of Great Eastern's Customer Acquisition Division reasons, "Going paperless is the way to go. We have heavily invested our resources in E-MAS to increase the quality of our service to customers and the professional image of our life planners. Cases can now be closed in a single appointment, and our Life Planners' productivity has increased at least three-fold."

To further propel this initiative, Great Eastern set strict conditions in pursuing a choice notebook for their Life Planners. Essential for the mobile Life Planner, the notebook needed to be light, portable, and be able to optimise the functionalities of the E-MAS system.

Fujitsu was a natural choice due to its long history of product excellence and high quality standards. The LifeBook T4010 was chosen specifically for its portability, flexibility and reliability and digital inking technology, fulfilling the demanding requirements of Life Planners at Great Eastern. "Engineered with 'Qfinity' - a Fujitsu-developed quality management philosophy, every notebook made by Fujitsu undergoes rigorous testing to ensure only world-class products are delivered to our customers", says Mr Mok. Adds Mr Tan, "The T4010 is versatile enough for our Life Planners who are on-the-go meeting and servicing their customers. Its interactive capabilities are great in helping them engage with their customer in ways they never thought possible."

Life Planning Made Easy with Fujitsu

Fujitsu has furnished close to a thousand Life Planners with the LifeBook T4010, providing them with technological solution to facilitate the proposal generation and submission procedure. The T4010 is a sleek and stylish tablet PC and notebook comprised into one. Highly durable to withstand the knocks of a mobile lifestyle, its ultra-portability is a valuable asset for the busy and hard-working Life Planner.

With the T4010, there is no need for Life Planners to carry stacks of forms or product collaterals during appointments. This well-designed and portable tablet PC enables the Life Planners to conduct their sales presentations, take notes digitally, complete proposal forms and electronically file documents.

The key feature facilitating Fujitsu hardware technologies and Great Eastern's paperless initiative is the support of digital signatures. Both Life Planners and customers can sign directly on the tablet PC that instantaneously binds the contract deal. This can be done anytime, anywhere, giving Life Planners full mobility. The use of Sign-it software ensures virtually tamper-proof security and is the most reliable, efficient and effective way to approve and process documents electronically.

"We are confident that the LifeBook T4010 will enhance the professionalism, productivity and competency of the Life Planners. Equipped with long battery life, superior security features and wireless capabilities, we are confident that Great Eastern and other partners will receive only the best in tablet PC technologies", said Mr Mok.



"The use of a tablet PC has really changed the way I interact with my customers. All the necessary documents can be retrieved directly from my hard disk, which allows me to proceed seamlessly with the discussion. With the assurance that I have all the information I require, I am more focused on planning for my customer's financial needs".

- Mr Vincent Chang, Senior Executive Life Planner

Built-In Confidence



A Day with a Life Planner

Mr Vincent Chang, Senior Executive Life Planner at Great Eastern, is among the many Life Planners who have since adopted the use of the LifeBook T4010. Being constantly on the move, his daily meetings require him to shuffle between various customers, attending to their diverse financial needs. The T4010 has eased his hectic lifestyle by providing a light and portable solution to servicing his clients professionally and efficiently. "The use of a tablet PC has really changed the way I interact with my customers. All the necessary documents can be retrieved directly from my hard disk, which allows me to proceed seamlessly with the discussion. With the assurance that I have all the information I require, I am more focused on planning for my customer's financial needs", comments Mr Chang.

About Fujitsu

Fujitsu PC Asia Pacific Pte Ltd is the Asia Pacific Regional Headquarters for PC business of Fujitsu Limited, Japan. Its responsibilities include the marketing and sales of a wide range of personal computers for the corporate and end-user markets in the Asia Pacific.

Fujitsu PC Asia Pacific pledges "Built-in Confidence" for every product under its brand name to reassure users of product and service excellence. From high performance components to stringent quality control and professional after-sales service, Fujitsu stands for reliability and satisfaction.

Visit us at www.pc-ap.fujitsu.com.