



CUSTOMER SUCCESS STORY

# AIA Singapore maximizes business performance with Tableau center of excellence

AIA is one of Singapore’s leading providers of insurance and financial services. Headquartered in Hong Kong, AIA Group Limited has a presence across 18 markets in the Asia-Pacific region. Senior Manager of Enterprise Data, Dion Thorpe leads a team within the strategy department in running a centre of excellence to train and build a community of Tableau users.

He shares how AIA Singapore used Tableau to optimize operations and understand the customer journey. Tableau has also helped the business accelerate decision-making with timely insights and achieve seamless integration across many markets.



“Combining different types of data in Tableau helps us understand our customers more deeply and develop better products to fulfil our brand promise – enabling Healthier, Longer, Better Lives.”

— DION THORPE

SENIOR MANGER - ENTERPRISE DATA, STRATEGY AND TRANSFORMATION



<https://www.aia.com.sg>

Optimizing operations for better customer service

Empowered business users to make strategic decisions

## Optimizing operations for better customer service

1 in 4 employees at AIA Singapore are now using Tableau, and Dion's team is working towards enterprise-wide adoption. The software's interactive and intuitive user experience helped the team drive a data-first culture, empowering employees to understand the value of data and embrace analytics as a key part of decision-making.

Getting from an insurance application form to an issued policy can be a long process involving assessments by multiple parties. Delays can occur along the way, and teams would rely on more experienced employees to identify the roadblock.

With Tableau dashboards, teams can track the application status and ensure timely conversion from pending to issued business. This improves AIA Singapore's services by giving customers greater peace of mind, and helps the business optimize its sales and operations processes.

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“Tableau has proven to be a great tool to do analysis on the fly to answer questions in meetings and presentations. We no longer have to wait up to five days to get answers to our questions.”

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## Competitive advantage with accelerated decision-making

Every morning, AIA Singapore's leaders and executives track and monitor performance on Tableau dashboards. Previously, performance metrics could only be measured and shared through monthly reports, which would often be too late to respond to market changes. With updated information at their fingertips every day, teams in AIA can detect trends and adapt to changes, strengthening the company's competitive advantage.

## Empowering business users to make strategic decisions with data

The greatest reward for Dion and his team was to witness employees building their confidence and thinking more strategically for the business. Armed with deep insights from data, many business users in AIA have become trusted subject matter experts who shape the way the company thinks and operates strategically. It's really great to see people who are usually quiet go into meetings with their Tableau dashboards and advising the leaders on what should be done based on their findings from data. “Tableau has enabled a whole evolution.”.conversion, merchant sales and revenue, to mobile user experience. These valuable insights have helped the business resolve problems and strive for constant improvement and innovation in their products.

**Read the full AIA story here: <https://tabsoft.co/AIASingapore>**