DIRECTASIA INSURANCE HONG KONG

Ushering in a New Era

No less than the market's call for an insurance provider with a fresh outlook toward customer needs brought the company led by EDIP OKUR into being.

After listening to the public constantly complain about rising costs, complicated jargon and lack of choices of insurance, DirectAsia's founders sought to introduce direct-to-consumer insurance to the region, says Edip Okur.

"Consumers told us they were more than ready for a change, and we're here to do just that. As a challenger brand, DirectAsia has gained over 4% market share in car insurance within 3 years of its launch. From the main product offering of motor insurance, we have expanded to motorcycle, travel and health, riding on the business' success."

Putting You First

DirectAsia empowers customers to get in the driver's seat when buying insurance by providing direct access to its services anytime, from anywhere. Unlike having common plans preset by most insurers, DirectAsia also offers customizable plans, so that customers only pay for what they really need. Putting the customer first, the DirectAsia team promises to provide a more uplifting experience when customers go to them for protection.

"Additionally, we offer a personal claims specialist to handle customer cases with empathy, which many customers say makes for a much faster, better and happier claims experience," says Okur.

One Step Ahead

Wary of how competitors have put off the market by the cold approach which most have gotten used to, Okur makes certain each encounter with the customer is pleasant, thus fruitful.

"We aim to make customers a little happier through each stage of the insurance process, from customer service when buying a new policy with

completely customizable options, right through to claims."

In this manner, DirectAsia is able to draw valuable insight to improve its service offering.

"While we mainly focus on growing car insurance, we have been taking customer feedback to continuously review and improve our product offerings. We strive to ensure that our products are focused, and tailored to the ever-changing needs of the consumer."

Entering the crowded global finance

DirectAsia Insurance Hong Kong CEO Edip Okur.

district is daunting, but the company has thus far proven to be a worthy entity. "We are relatively a newcomer to an industry of already over 150 insurers in Hong Kong. By focusing on products catering to customers' needs and being dedicated to providing best-in-class service, we have won the hearts of consumers, which is clear from the number of awards we've won."

Days Ahead

"In order for Hong Kong to continue in its role as a world-class city, key sectors such as insurance need to be competitive and offer customers personalised protection and quality service at competitive prices, which is our brands' mainstay," says Okur. "There is a growing interest in health insurance given the rising costs of medical care and an ageing population. Health insurance is also a growing sector with the working population aware that MPF savings will not be adequate when facing tomorrow."

2015 has presented a slew of interesting problems, and businesses need to work harder and smarter than ever. How DirectAsia further adapts to changing market needs will determine its future standing as a trusted brand. With Edip Okur at the helm, it is likely a good place, remaining faithful to a fundamental objective.

"We have closed the gap between us and the customer thanks to the Internet where people can buy protection 24/7. Our focus is to grow to becoming the number one service provider in our sector and into a household name in Hong Kong, and reassure our customers that we are here for the long haul and while we may be smaller, we try harder." ■

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