



RAYMOND LEW



BRIGHTER INSIGHTS BY SUN LIFE MALAYSIA

GIFT OF A BRIGHTER LIFE

At the onset of the Movement Control Order (MCO) in March, many were understandably concerned about the economic impact on the people and vulnerable communities.

Fortunately, this spurred caring corporations, non-governmental organisations, and the regular folks to band together for support, whether through small or large gestures of goodwill such as buying food for delivery riders or donating money and groceries to the low-income and under-privileged groups.

It was indeed heartening to see the community spirit in each and every one of us.

SAFEGUARDING OUR PEOPLE

Sun Life Malaysia kept this spirit in mind when we conceptualised our latest brand campaign. Launched this month, we wanted to amplify the message of getting involved and showing concern for those around us through the theme "Gift of a Brighter Life".

Whether it is the gift of protection, savings, education, wellness, retirement or others, we believe that everyone deserves a meaningful gift that secures a brighter future for themselves.

We held on strongly to this belief during the most challenging Covid-19 pandemic period as we focused on the well-being of our various communities below:

■ **Employees:** Our first priority was to ensure our employees received the care they needed. The adage that employees are the most valuable assets holds true, especially for us as an insurance provider.

We provided the gift of security for their main concerns — job status and finances — by assuring them of their positions as well as providing early salary payout and, for some, hardship allowances to ease their financial burdens.

In addition, we instated immediate "work-from-home" operations for more than 600 employees and ran virtual wellness and learning sessions on health and finances to boost their spirits.

■ **Clients:** As we pride ourselves on our core business purpose of empowering Malaysians to achieve lifetime financial security and live healthier lives, we reassured our clients with the gift of protection for their peace of mind.

To support them, we ramped up our response with the RMI



million Covid-19 Relief Fund and offered various complimentary support measures to help cushion the pandemic's impact.

For those financially affected by the MCO, we granted an extension of grace period for their premium/contribution payments as well as provided financial payout for clients diagnosed with Covid-19.

■ **Business partners and advisers:** We were aware that the economy would be temporarily disrupted as the nation worked to get the pandemic under control.

As a vital cog in our ecosystem, our business partners received consistent support and updates while sales advisers were up-skilled to better approach and engage clients effectively in the new normal.

We also established a non-face-to-face sales process and equipped advisers with a comprehensive set of digital tools. Essentially, we gave them the gift of assurance to be able to continue

to perform their line of work in a safer environment.

■ **Community:** We reached out to the vulnerable communities through a RM110,000 donation to HOPE worldwide Malaysia and Women's Aid Organisation as our gift of love to support underprivileged families and domestic violence survivors with basic personal hygiene care products and staple food.

With outdoor and group activities halted during the MCO and significantly reduced even after we moved into the current stage of Recovery MCO, we continued to bring the communities together through our virtual initiatives — workouts, mini challenges and even an e-forum with influential speakers to keep Malaysians healthy holistically, be it the financial, physical, mental or spiritual aspects.

GIFT THAT LASTS A LIFETIME

In any adverse situation, there

is always a bright side. While this pandemic has its negative impacts — after all, we will probably never return to the life before the pandemic — it has also made many of us realise the importance of putting away the excuses, truly look at what is important to us and plan ahead for any eventualities.

For a start, plan ahead with life insurance/Takaful. It is a selfless promise that you can make knowing that you are giving both yourself and your loved ones the gift of a brighter life ahead.

We are unable to predict what might happen next but at least we can seek to put in our own financial safety net for peace of mind through a gift that lasts a lifetime.

#StaySafe #StayResilient #StayProtected

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