

Sun Life Malaysia Reveals New Branch Office To Strengthen Business Growth And Improve Client Experience

By **Cynthia Ignatius** - February 24, 2022



Sun Life Malaysia, a life insurance and Family Takaful provider, announced the opening of its new One Utama branch office at 1 First Avenue in Bandar Utama. The new branch office aims to support the company's expansion plans, scale up Client experiences and strengthen distribution excellence.

Speaking at the opening ceremony, Raymond Lew, CEO and President/Country Head of Sun Life Malaysia, said, “Being a ‘Client-centric’ company, Sun Life Malaysia remained focused on delivering on our purpose of helping clients achieve lifetime financial security and live healthier lives. We are continuously adapting and improving our products and services, and this new branch office allows us to better serve our clients and deliver positive financial and health impacts, especially now, when they need us most.”

Raymond added, “Aligning to our 2022 tagline – ‘Bolder & Better, Together’, we wanted this new space to be the first-of-its kind ‘service branch’, to not only serve our clients in the most comfortable environment but also for us to nurture and grow the most respected advisor force in the industry. For our advisors, this space doubles up as a ‘learning & collaborative hub’, helping them drive Sun Life Malaysia, and their career, to greater heights.”

According to Raymond, the company is looking at growing its advisor strength by 50% in 2022 and subsequently contributing towards the increase of its MDRT (Million-Dollar Round Table) qualifiers from the Agency channel by three-fold.

Strategically located in the prime area of Bandar Utama, the new branch office occupies the ground and 18th floors of the 1 First Avenue office tower, spanning a total floor space of 17,587 sq foot.

The design layout of the new branch office speaks volumes of Sun Life Malaysia’s bright, caring, and optimistic brand personalities. The contemporary and modern interior features natural light, open spaces, expansive areas for discussions, training rooms, and a café-style pantry, promoting an engaging working environment for their advisors to better serve and connect with Clients.

The rising awareness and demand for insurance and takaful means Sun Life Malaysia’s advisors have an important role to play in helping more people achieve financial security. Through its Brighter Academy initiative, Sun Life Malaysia aims to create the most respected financial advisors in the industry, by providing them access to the best technology, tools, insights, and ultimately to deliver the best experiences for Clients.

Additionally, Sun Life Malaysia revealed that the new branch office complements the company's ongoing efforts to embed sustainability in its business and operations. The new branch office is located in an MSC status green building that holds a Gold certification for the GBI (Green Building Index) in supporting its goals to reduce carbon footprint and promoting more eco-friendly workspaces for its people.