

Be the Voice That Inspires Change – Join Our Client Co-Lab!

Innovation begins with you. At Sun Life Malaysia, we believe the best way to serve our Clients is by listening to them. That is why we are excited to invite you to be part of something special — our exclusive Client Co-Lab, a forward-thinking initiative where your insights drive our next breakthroughs.

What is the Client Co-Lab?

The Client Co-Lab is a community of engaged and valued Clients who share a passion for improving our products, enhancing our services, and creating a smoother experience — all with one goal in mind: serving Malaysians better.

As a member, you will have a unique opportunity to shape our future by sharing your ideas, feedback, and experiences.

Why Join Client Co-Lab?

You are not just a Client — you will be at the centre of innovation, with the chance to:

- ▶ **Shape the future** of our offerings through surveys, discussions, and feedback sessions
- ▶ **Engage directly** with our team to share what truly matters to you
- ▶ **Enjoy exclusive rewards** as a thank-you for your time and insights

By sharing your feedback and participating in co-creation sessions, you will help us build services that are not only functional — but practical, inclusive, and built for the future.

How It Works?

Joining is simple and flexible:

- ▶ **Flexible Participation:** From quick surveys to in-depth feedback sessions, everything is flexible based on your availability.
- ▶ **Impactful Feedback:** We take your feedback seriously and use it to shape our product and service roadmap.
- ▶ **Valued Contribution:** Enjoy small rewards and the satisfaction of knowing your voice makes a difference.

How to Join?

Simply complete the registration survey in your invitation email to get started. Once done, you are officially part of the community and can begin sharing your feedback.

To join the Client Co-Lab Community, contact us at cx@sunlifemalaysia.com.

Frequently Asked Questions (FAQs)

1. What is the Client Co-Lab?

Sun Life Malaysia's Client Co-Lab is a dedicated community designed to bring together a selected group of our most valuable Clients. This community serves as a platform for providing feedback on our services. It is an opportunity for Clients to collaborate with Sun Life Malaysia and contribute to the transformation of our services and Client experience.

2. How do I join the Client Co-Lab?

You will receive an invitation email at your registered Sun Life Malaysia email address. To join, simply complete the registration survey linked in the email, and you are on board! As a welcome gift, you will also receive a reward for signing up.

3. What are the benefits of joining the Client Co-Lab?

Every member will have the opportunity to participate in surveys, discussions, or testing to help shape our services and products. Members will also receive exclusive insights into upcoming products and features. Plus, you will be rewarded for every participation in the panel community.

4. What will I do in the Client Co-Lab?

As a member of the Client Co-Lab, you will be involved in regular discussions and feedback sessions, both online and in person.

These interactions will focus on:

- ▶ **Industry Insights:** Sharing and discussing the latest trends and developments.
- ▶ **Service Feedback:** Providing valuable input on our products and services.
- ▶ **Networking:** Connecting with other Clients and industry professionals.

5. How often do I need to participate in Client Co-Lab activities?

Participation depends on the criteria set by Sun Life Malaysia for ongoing projects or initiatives. If you meet the criteria, you will receive an invitation email from us, and you can join based on your availability.

6. Is my participation anonymous?

Your participation will be kept confidential. We respect your privacy and will not disclose your identity without your consent.

7. Will I receive any updates about Client Co-Lab activities?

Yes! You will receive regular updates via email including highlights of the discussions and upcoming surveys or activities.

8. Can I leave the Client Co-Lab at any time?

Yes, you can opt out at any time by clicking the unsubscribe link included in any of our Client Co-Lab email communications.