

Generali's HNW product offering

High Net Worth (HNW) individuals could benefit a lot from insurance products. In an exclusive interview with Hubbis, Thomas Young, Head of High Net Worth Business, Generali discusses what his company brings to clients in Asia



THOMAS YOUNG
Generali

GENERALI TYPICALLY DEVELOPS PRODUCTS that are geared towards providing HNW customers with the right kind of solutions for their portfolios. Thomas Young of Generali highlights that universal life products, whole life par, single life, single life par are the products that are what his customers demand.

Young also has other products that can really help clients plan and manage their wealth. Generali's critical illness savings product, for example, has a retirement component that allows you to save for your future with the option of an annuity. However, if during the client's lifetime, he falls critically ill, we pay a lump sum to the client to help them seek treatments and focus on getting well. However, that doesn't mean that the client's retirement plan gets impacted - they still get the accumulation that is expected.

Generali differentiates itself by being a customer centric brand. Young believes that the brand demonstrates that in a number of ways. The company has set up a strong infrastructure that enables them to price their products more competitively and charge a lower rate to their customers - which they know is a great benefit in Asia. Additionally, the company also prides itself on the level and quality of service they provide to distributors and clients.

This year, Young says that they throw the spotlight on the Generali brand in Asia - as a provider of HNW solutions. The company also wants to develop new solutions that are customer-focused and truly offer what they need to better plan and manage their portfolios. ■