

AXA China Region Insurance Company Limited

About the company

AXA Hong Kong and Macau is a member of the AXA Group, a leading global insurer with presence in 54 markets and serving 105 million customers worldwide.

As one of the most diversified insurers offering integrated solutions across Life, Health and General Insurance, our goal is to be the insurance and holistic wellness partner to the individuals, businesses and community we serve.

At the core of our service commitment is continuous product innovation and customer experience enrichment, which is achieved through actively listening to our customers and leveraging technology and digital transformation.

We embrace our responsibility to be a force for good to create shared value for our community. We are proud to be the first insurer in Hong Kong and Macau to address the important need of mental health through different products and services. For example, the Mind Charger function on our holistic wellness platform “AXA BetterMe”, which is available via our mobile app Emma by AXA, is open to not just our customers, but the community at large. We will continue to foster social progress through our product offerings and community investment to support the sustainable development of Hong Kong and Macau.

AXA is an equal opportunity employer. We are committed to promoting Diversity and Inclusion (D&I) by creating a work environment where all employees are treated with dignity, respect, and where individual differences are valued. We welcome and treasure diverse profiles to join our big family, and to build an inclusive culture together which allows everyone to maximise their personal potential.

Internship Information

Through the internship program, you are able to:

- Gain experience in digital area, in terms of customer campaign activities and performance analysis

Name of Department(s) offering internship positions:
Digital Innovation CoE

Internship Duration: 6 – 12 months

Internship Period: **Jun / 2023 – May / 2024**

Intern's Job Description

Job Duties:

- Provide day-to-day support to the newly launched digital engagement platform (One Circle.Club), such as gift rewards sourcing, Marketplace item redemption / fulfillment, points adjustment
- Assist to launch leads generation customer campaign, such as promotional materials development, campaign fulfillment
- Manage Lead Club and other lead management initiatives, such as leads screening, leads assignment to appropriate channels
- Handle enquiries on leads engagement activities from agents, internal stakeholders and external partners with guidance from Team Head
- Prepare regular reports, data logging and perform ad hoc analyses to review the effectiveness on the platforms and campaigns
- Prepare training materials on our digital lead management solutions and processes

Requirements:

- (A) Education Background:
 - Undergraduate students
- (B) Discipline Preferred:
 - All discipline welcome
- (C) Technical Skills:
 - Proficient in MS Office products (Word, Excel, PowerPoint, Visio)
- (D) Language Proficiency:
 - Fluency in written and spoken Chinese and English
- (E) Others:
 - Good team player, well organized and able to manage multiple tasks with tight deadline
 - Good communication and presentation skills, both verbal and written