

**increased  
sales performance  
through continuous  
learning for  
AIA Insurance**



# about the customer



Founded in 1919, AIA insurance is Hong Kong's multinational insurance and finance corporation with 20,000+ employees



## challenges



## disprz solution

the customer wanted to build an agency onboarding process (from shortlisting prospective talent to their transition to insurance agents)

need to build a continuous skilling platform for their large distributed workforce

ability to identify high performing individuals in the early stage

created a platform to manage **end-to-end onboarding** of insurance agents, making them **job-ready** through mandatory insurance trainings & regular assessments

social learning, micro-learning formats and AI-driven content recommendations helped **establish continuous learning** and make learning intuitive and engaging

customer was **able to identify their top performers** through detailed learning analytics and increase time-to-productivity



# impact



**29%**

improved sales results through a structured sales enablement process



**46%**

of sales reps in need of better sales coaching were identified



**30%**

increase in average sales targets



**disprz**

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