

# Press Release

For Immediate Release  
11 November 2024

## **Manulife Indonesia Launches Manulife ID to Enhance Digital Customer Experience for Insurance Services**

**Jakarta, November 11, 2024** – In line with the rapid development of digital technology in Indonesia, Manulife Indonesia has enhanced and rebranded its digital customer service platform from MiAccount to Manulife ID. This significant update is designed to enhance the overall customer experience by providing a more accessible and convenient way of managing insurance services. Manulife ID can now be accessed through an intuitive website interface and a user-friendly mobile app, available for download on both the [Play Store](#) for Android devices and the [App Store](#) for iOS devices. This comprehensive digital platform aims to simplify policy management, offering customers the flexibility to handle their insurance needs anytime and anywhere. The rebranding to Manulife ID underscores Manulife Indonesia's commitment to continuous digital innovation and sets a new standard in the company's efforts to meet and exceed customer expectations in the digital age.

The Manulife ID app features a range of innovative tools that allow customers to access essential policy information, including policy status, policy value, benefit amounts, premium due dates, payment history, and policy change history. Customers can also update contact information, perform online fund switching (investment fund allocation), and make non-auto debit advanced premium payments through virtual accounts and debit/credit cards. Additional security features have been implemented to safeguard customer information, including advanced biometric security for safe customer logins.

“With the launch of Manulife ID, we aim to enhance our customers' experience by providing a more efficient and accessible platform. We understand that accessibility and convenience are essential to improving customer satisfaction, and this app is designed to meet those needs. This digital transformation also reflects our commitment to continuous innovation and leadership in digital customer service, empowering customers to manage their policies seamlessly from their fingertips, anytime and anywhere,” said **Shierly Ge, Chief Marketing Officer, Manulife Indonesia**.

Manulife Indonesia's ongoing investment in digital innovation demonstrates the company's commitment to enhancing customer services for accessing our offerings. The company is dedicated to further developing its digital capabilities and introducing relevant and valuable new features that align with its customers' evolving needs.



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### **About Manulife**

Manulife Financial Corporation is a leading international financial services provider, helping people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our Global Wealth and Asset Management segment, we serve individuals, institutions, and retirement plan members worldwide. At the end of 2023, we had more than 38,000 employees, over 98,000 agents, and thousands of distribution partners, serving over 35 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges, and under '945' in Hong Kong.

Not all offerings are available in all jurisdictions. For additional information, please visit [manulife.com](https://www.manulife.com).

### **About Manulife Indonesia**

Established in 1985, PT Asuransi Jiwa Manulife Indonesia (Manulife Indonesia) is part of Manulife Financial Corporation Group, a Canadian financial services group that operates in Asia, Canada and the United States. Manulife Indonesia offers a wide range of financial services, including life insurance, accident and health insurance, investment and pension plans to individual customers and group clients in Indonesia. Through a network of almost 11,000 employees and professional sales forces spread across more than 50 sales offices, Manulife Indonesia serves around 2 million customers in Indonesia.

PT Asuransi Jiwa Manulife Indonesia is registered and supervised by the Otoritas Jasa Keuangan (OJK). To learn more about Manulife Indonesia, follow us on Facebook, Twitter, Instagram, YouTube, or visit [www.manulife.co.id](https://www.manulife.co.id).

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