

CATHAY LIFE INSURANCE, INC.



INITIATIVE	The NAP Project
AWARD	Celent Model Insurer 2025 for Customer Experience
EXECUTIVE SUMMARY	Cathay Life transformed their 20-year-old IT infrastructure and 21 discrete applications into a single New Agent Platform (“NAP”).
TIMELINE	<p>The timeline shows the progression of the NAP Project from October 2020 to January 2024. Key milestones include: Project initiation (October 2020), MVP rollout (July 2021), Remote insurance product launched (January 2022), Official launch (August 2022), and the NAP team becoming a separate department (January 2024).</p>
KEY BENEFITS	<ul style="list-style-type: none"> • 100% of Cathay’s agents use the platform, with most agents using the product daily for an average of more than 90 minutes per day. • The project’s response to COVID-19 conditions resulted in Cathay Life being granted permission to create the first-ever remote insurance application process in Taiwan. • Internal metrics show that agents using NAP reduce administrative processing time by 60%. The platform has supported 2.2 million new contracts to date. • An AI-enabled interactive marketing function has facilitated 106,000 new contracts.
KEY VENDORS	Deloitte & Touche; HowDigital; RayAegis; SUGARFUN Creative; Vidyo, Inc.; Wistrom Corporation
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