



Polyfintech Hackathon 2021

12 March 2021

Innovation



Customer Engagement



Problem Statement

How might we curate or develop content or social causes for our communication channels so that it will appeal to the Gen Z, such that they can identify with and relate to our brand?

Prudential's communication channels include email newsletter, Facebook, Instagram, Youtube, and LinkedIn pages. We wish to have a deeper understanding on what will resonate amongst the Gen Z, i.e. what will attract them to follow our brand, to interact with us and remain engaged on our platforms, especially when viewed from the Gen Z's perspective. In what ways would the Gen Z like to be associated with a trusted insurer like Prudential?



Digital Marketing



Problem Statement

How might we be the trusted partner for Gen Z as they make big and small financial decisions in their daily life?

A recent survey done by SingSaver saw a 324% increase in interest for investment-related content among Singaporean Gen Zs (aged 18 – 23) millennials (aged 24 – 39). As an insurance company, we'd like to explore how might we be able to better convert Gen Z customers and become your preferred partner when it comes to financial planning and decisions.



Digital Marketing



Problem Statement

How might we as an insurance business build an ESG (Environment, Social and Governance) programme that will energize our stakeholders to co-create a better world for our next generation?

Sustainability has become increasingly more important in our lives (insert definition link). At Prudential, we want to innovate to enable sustainable living for everyone through the solutions we offer (insert 2019/20 sustainability report), the investments we make and the lives we touch today, for future generations. This ESG vision supports our purpose of Innovating to help everyone live well. We look forward to hearing from you that how might we improve our ESG initiatives and engage more people to create a better future.

Prudential's Sustainability Report 2019:

<https://www.prudential.com.sg/services/useful-links/sustainability-report>



Digital Marketing



Problem Statement

How might we provide Gen Z with content and tools on financial literacy that they will be excited to use and share with their friends about?

We'd like to find out Gen Z's tipping point to be more financial literate, your need around innovative tools that help you to earn, save, spend, donate, or invest, and therefore create better content and tools to empower you.



Social Listening

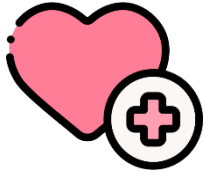


Problem Statement

How might we do social listening in a more effective way and use this to improve proactively engage with our community and customers?

We are exploring how we might design a cost-effective social listening framework and strategy for various Prudential markets, starting from basics like pulling out keywords and topics people are looking at, and understanding sentiment through emojis to working out optimized timing for social posting and driving higher engagement in Pulse communities. The best solutions will also work out a sustainable way to reach offline communities using online channels.

You can find the Pulse by Prudential app in both the Apple and Google Play app store.



Digital Health Application



Problem Statement

How might we help users to better navigate the health/ wellness features and resources within Pulse, for better health outcomes?

At Prudential, we seek to help our communities stay healthy through our Pulse app that provides tools and tips on fitness, nutrition, mental wellness and more.

Some users consider health a complex topic and often postpone positive health and wellness decisions till health issues start surfacing. How should the health ecosystem within the Pulse app be (re)designed, or what new features can be added to Pulse, to intuitively nudge users towards a healthier lifestyle?

You can find the Pulse by Prudential app in both the Apple and Google Play app store.



HealthTech



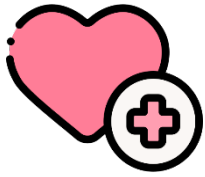
Problem Statement

How might we encourage Pulse users to provide relevant health data which we can then use to generate insights for them and nudge them, through the Pulse app, towards a healthier lifestyle?

Fundamental health metrics like weight, height, BMI, body fat, cholesterol level and the like would be most useful, followed by lifestyle indicators such as diet, how often do they exercise, duration and quality of sleep, steps walked, etc.

If wearables are used in the proposed solution, please ensure that these are reasonably accessible and cost effective. Integrity of data collected is important (eg. inputs coming directly from a weighing scale would be considered more reliable than weight input by a user). The user journey needs to be smooth, and the best solutions will also be able to get user updates frequently/regularly.

You can find the Pulse by Prudential app in both the Apple and Google Play app store.



Digital Health & Wealth Application



Problem Statement

How might we create so much value for our customers that they will gladly subscribe to a paid plan that will help them improve their health or wealth outcomes and/or invite their family, friends, and community to actively participate on Pulse?

At Prudential, our purpose is to help everyone (even people who are not yet our customers) get the most out of life.

What new feature can we build or what new partner can we collaborate with that helps our community of users, especially Gen Z or Millennial users, to regularly interact with Pulse and to encourage their friends to do so as well?

The subscription could cost as low as \$1 or be anything that the users would be happy to pay for.

An ideal solution will also leverage AI to make recommendations or deliver behavioural nudges for better health and/or wealth outcomes, and also have elements that encourage a viral network effect.