



How FWD Insurance leveraged Leena AI to convert traditional surveys into **interactive and relevant feedback** dialogues



Meirza Anbiya,
Head of OD, Learning and
Talent Management.

“ Leena AI provided a different approach to check the pulse of our employees here in FWD. We already have our annual engagement surveys and other regular surveys, but we need to ensure that they are here with us. We need to have a check-point on that.”

Challenges

Lack of a robust
engagement
platform

Low adoption
rate

Unable to track
employees' pulse

Low participation
rate

Monotonous
surveys

Results

- 🕒 Real-time insights into employee pulse
- 💬 Interactive pulse surveys
- 📈 Improved participation rate
- 😊 Clear identification of happy/unhappy employees
- 👍 Data-backed action planning

Overview

Proactive, open, committed, caring, and innovative, these are PT FWD Insurance Indonesia (FWD Insurance)'s five core values that foster everything. FWD Insurance strongly believes that when people are empowered and engaged, they are more inspired to learn and share. Therefore, the organization works hard every day to make this happen.

Consequently, FWD Insurance's HR leadership wanted to upgrade the face of their annual employee engagement surveys and quarterly pulse surveys, since they felt that the existing feedback survey system was not able to check the pulse of the employees and increase the participation rate. The organization required the intervention of a robust and interactive engagement platform that would communicate with employees as if they were talking to a peer. Additionally, it was user-friendly for employees of different tenures to embrace quickly.



About FWD Insurance

FWD Insurance is a joint-venture insurance company and a part of FWD Group with a vision of changing the way people feel about insurance.

Focusing on the customers' needs, FWD Insurance offers a different insurance experience, supported by advanced technology, with a comprehensive range of products, including unit-linked insurance, individual & group term life insurance, individual & group personal accident insurance, and group medical insurance through technology driven-distributions such as agency, bancassurance, e-commerce, and corporate.



Disclaimer: FWD Insurance is licensed and supervised under Otoritas Jasa Keuangan ("OJK"). FWD Insurance is a member of the Indonesia Financial Services Alternative Dispute Resolution Center.

About FWD Group

FWD Group is a pan-Asian life insurance business with approximately 10 million customers across 10 markets, including some of the fastest-growing insurance markets in the world. Established in 2013, FWD Insurance is focused on making the insurance journey simpler, faster, and smoother, with innovative propositions and easy-to-understand products, supported by digital technology. Through this customer-led approach, FWD is committed to changing the way people feel about insurance.

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|--------------------|--|
| Name: | FWD Insurance |
| Sector: | Financials |
| Industry: | Insurance |
| Founded in: | 2013 |
| Website: | www.fwd.co.id |

The need for a highly interactive, user-friendly, and fully-automated engagement platform



"In the beginning we wanted it not to be like traditional surveys. We were very interested in Leena AI because the platform is like a chatbot. So, it felt like you were talking to someone. Leena AI would ask questions and the employee would answer, so we did not really want it to be just another survey. That was really our motive behind employing Leena AI."

- Pramesti Yunan, People & Culture Manager.

FWD Insurance firmly believes in empowering and engaging its people, as well as recognizing their perspectives' worth. Following a system of annual employee engagement surveys and quarterly pulse surveys, the organization was still unable to get useful insights from the obtained feedback data.

Another key problem was assisting workers in adopting new technology, particularly long-tenured personnel, as well as making them feel interested when completing the surveys, so as to influence the participation rate. Due to poor participation and adoption rates, the organization was unable to collect statistics regarding happy and unhappy employees.

The organization's goal was to fundamentally revolutionize the existing method of traditional surveys and to implement a robust platform that would humanize the feedback sessions.

The objective was to develop a regular feedback loop using an intelligent platform that would help the brand focus on proactive improvement and transformation. As a result, the business sought a collaboration partner capable of resolving the following issues using a single platform.

- ✔ **Distribute interactive surveys**
- ✔ **Implement follow-up emails**
- ✔ **Identify satisfied/dissatisfied employees**
- ✔ **User-friendly interface**
- ✔ **Increase platform adoption rate**
- ✔ **Increase participation rate**

FWD INSURANCE X Leena AI



"Leena AI also provides us with platform advancements, for example ad-hoc survey feature and dashboard enhancements. We always provide feedback on what works best for FWD and the Leena AI team is always ready to help and facilitate solutions."

- Meirza Anbiya, Head of OD, Learning and Talent Management.

The Leena AI team contacted FWD Insurance's main stakeholders to determine their purpose. Leena AI's subject matter specialists accurately defined the objectives and devised the appropriate course of action.

FWD Insurance discovered an amazing answer in Leena AI's configurable chatbot avatar, simple integration capabilities for straightforward deployment, a question bank, subject matter experts to consult with, and analytics to better comprehend their employee pulse.

With the help of Leena AI's interactive and automated dashboard for conducting engagement surveys, FWD Insurance was able to make a successful transition to an interactive and fully automated platform. Caca, the customized AI avatar of FWD Insurance, could effortlessly communicate with staff in Bahasa, their native language.

Leena AI's suite of solutions also aided in distinguishing between happy and unhappy employees, followed by the development of an action plan to help unhappy employees become happy.

This is what Leena AI brought to the table:

- ✔ Customized and targeted surveys
- ✔ Actual and actionable intelligence
- ✔ Analysis of employee feedback
- ✔ Highly effective action planning
- ✔ Integrations with WhatsApp, Teams, Slack, and more, made simple
- ✔ Integrated themes that cover all facets of employee engagement
- ✔ Integrated question library

The impact of Leena AI's suite of solutions:



Real-time data to improve analysis

Immediately following the completion of the survey, the system supplied FWD Insurance with detailed information regarding engagement. The HR leaders utilized the dashboards' easily available and intelligible information to respond fast and address concerns. The data from the system indicated all the essential drivers that needed to be modified for the team to enjoy the greatest impact on employee engagement.



Precise problem identification

By identifying dissatisfied employees in real-time, the AI-powered pulse surveys prevented staff attrition. The HR team was instantly aware of the current problems and issues. Caca collected reliable data in the correct format, assisted with its proper analysis, and advised on the correct metrics to track.



Trends and sentiment analysis

FWD Insurance was able to develop an effective strategy for increasing employee engagement by doing an in-depth analysis of employee opinions towards their job and professional lives. Leena AI's employee engagement platform employed conversational surveys for all employees in a personalized and timely manner, evaluated their thoughts, replied empathetically, and provided HR personnel with a detailed overview of the employee pulse.

Empowered voice of the employees

FWD Insurance believes in empowering and caring for its employee. They recognize that their troubles and difficulties affect the overall employee experience. Consequently, the adoption of Leena AI enabled them to listen to every voice in the organization and act when and where it mattered.

Features that stood out for FWD INSURANCE:

A user-friendly dashboard

The extremely simple interface allowed the FWD Insurance HR personnel to navigate the entire process of producing surveys independently. The team could distribute conversational surveys tailored to each stage of the employee lifecycle and organize activities to provide an exceptional employee experience.

An interactive chatbot

Through Leena AI's interactive pulse surveys, Caca was transformed into a forum where employees could share their opinions freely and in their native language. It resembled a conversation with a coworker.

The culturally relevant bot aims to build a sense of trust and confidence among employees, allowing them to be more open.

The Road Ahead



“The partnership with Leena AI is awesome, the platform itself is very user-friendly. I can easily go through it by myself and it is very easy to understand. The team is also very helpful and very demanding in a very positive way.”

Pramesti Yunan, People and Culture Manager, FWD Insurance

As a pro-engagement organization, FWD Insurance aspires to build a highly engaging workplace. With the assistance of Leena AI's interactive and AI-powered dashboard, the organization is committed to implementing the most efficient digital solutions for increasing employee engagement.

This partnership is motivated by Leena AI and FWD Insurance's desire to create an employee-friendly environment.



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Leena AI