

Press Release

*For Immediate Release
May 14, 2025*

Manulife Philippines Wins Outstanding Digital Customer Experience (CX) Award

- *Manulife is honored with Outstanding Digital CX – Life Insurance for its mobile app, developed based on Human Centered Design principles.*
- *The Digital Banker’s Digital CX Awards recognizes financial service institutions and their distinguished leadership contributions to digitally based customer experiences.*

MANILA, Philippines – Manulife Philippines, the local arm of the leading international financial services provider Manulife, won the Outstanding Digital CX – Life Insurance category at the Digital CX Awards. The ceremony was held on April 24 in Singapore.

The company was recognized for its Manulife App, a self-service insurance app that allows Filipino customers to manage and access their policies anytime, anywhere with the aim of making the customer journey easier, better, and faster. Manulife won the award for its efforts to enhance its customers’ digital experience by integrating customer feedback using human-centered design practices.

“At Manulife, the customer is at the heart of everything we do, and the Manulife App is a testament to our obsession with our customers. As one of the longest-serving and most trusted insurers in the country, we are constantly guided by the changing needs of our customers, one of which is being able to make their insurance transactions, quickly and hassle-free,” said **Sonali Verma, Chief Marketing Officer, Manulife Philippines.**

In a [2022 Manulife study](#), Manulife Philippines found an increased preference for online platforms among Filipinos when conducting various financial transactions. This inspired the company to launch the Manulife App in 2023 and make continuous updates to the App based on Filipino customers’ evolving needs. Following the launch of the Manulife App, Manulife Philippines saw record increase in its straight-through processing, enabling operational efficiency and enhancing the customer experience.

The Manulife App, available for [iOS](#) and [Android](#) devices, allows customers to log in securely, make online payments, receive updates on their policies and special promos, download their policies, check daily fund value and fund performance for Variable Unit-Linked policies, and give their feedback to Manulife.

“We are continuously improving the Manulife App by adding innovative features that significantly enhance the user experience, helping customers manage their insurance policies with greater ease. By prioritizing customer feedback and embracing human-centered design, we are building



solutions that respond to our customers' needs and further support Manulife's goal of becoming the most digital, customer-centric global company in our industry," Verma added.

The Digital Banker's Digital CX Awards recognizes financial service institutions and their distinguished leadership contribution to digitally based customer experiences and journeys and the world's most cutting-edge financial service providers that are pioneering unrivalled standards and capabilities and transforming the industry by setting new milestones in digital transformation to deliver a superior and consistent customer experience across all lines of business. It is the world's only assessment program dedicated to recognizing excellence in Digital Customer Experience (CX) across the financial services landscape.

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About Manulife Philippines

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the country's leading life insurance companies. Manulife Philippines is a wholly owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website manulife.com.ph and following them on Facebook (facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifePH).

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping our customers make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States, providing financial advice and insurance for individuals, groups and businesses. Through Manulife Wealth & Asset Management, we offer global investment, financial advice, and retirement plan services to individuals, institutions, and retirement plan members worldwide. At the end of 2024, we had more than 37,000 employees, over 109,000 agents, and thousands of distribution partners, serving over 36 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.

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