

## EXECUTIVE SUMMARY

AIA Insurance Lanka Limited is one of the largest multinational public listed life insurance businesses with its headquarters in Hong Kong. As a life insurance company, the productivity of sales staff is critical, and the entire business inflow depends on the effectiveness of the sales distribution units. This project's primary objective is to increase productivity in Bancassurance sales distribution. AIA is improving its overall performance, but the firm has a burning issue in its Bancassurance channel. AIA group expectation is to maintain more than 10 productivities at the channel level. Some of the local competitors already have more than 12 productivities, whereas AIA Sri Lanka has an average productivity of 5.

This research looked into the reasons for the low performance by identifying each area's possible difficulties and performance gaps in this sales distribution unit. The author contacted a few stakeholders, including Bancassurance sales executives and other functional representatives, to better understand the current scenario. The author was also able to discuss possible root-causes using a cause-and-effect diagram with the help of all of these stakeholders in order to discover appropriate remedies and recommendations to minimise the existing problems and increase the Bancassurance department's productivity.

The author meticulously examined all currently available data and found each area's performance deficiencies. The author has also looked into three major regions that were discovered using a cause-and-effect diagram. The first area described low sales activities; the second area explained the internal management process; and the third area discussed the Bancassurance channel's awards and recognition system.

Furthermore, the author defined certain project goals, such as increasing lead creation from 13 to 20 leads per month from bank partners by 50%. (1,050 per month). In addition, every month, the number of sales presentations should be increased by 50%, from 13 to 20. (Increase the number of presentations by 1,050 for a month.) Reduce worker turnover by 6% by increasing average monitoring and supervision sessions from 200 to 265 (daily huddle meetings). (from 11% to 5%). This will result in an increase of 10.9 million dollars in operating earnings and a total benefit of more than 12.4 million dollars.

The current status of the Bancassurance department was also analysed by the author under each component, and appropriate solutions were given for each sector. The participation of

top management in the Bancassurance department is critical to the project's success. After a thorough examination of the concerns revealed within each project component, appropriate remedies were developed.

The author also discussed about the project's conclusions, which were backed up by previously established and proved theoretical foundations. In order to put the answers in place, the author has expanded on the recommendations for the overall project and each component. The cost-benefit analysis and cost-benefit ratio were estimated by the author and found to be 4.2.