Challenging everyone to come forward with ideas

In 2018 we launched our ‘CEO Challenge’, inviting employees to work in cross-functional teams and come forward with creative solutions to our real-life business challenges.

Some of our markets run this as a ‘hackathon’, testing early prototypes quickly. Others opt to focus on longer term projects, arriving at new ways to apply technology for our colleagues as well as our customers.

In 2018, six teams were formed and came up with ideas ranging from prepaid reusable travel insurance cards, a claims app, and an app which enables our agents to use customer specific data/preferences to recommend tailored products.

Three of the teams are continuing to work on bringing their ideas to life - including an internal approval management system; an app that allows people to find and rate doctors; and a project that promotes a collaborative office environment for our Group Office locations.

The CEO Challenge is an opportunity to bring our entrepreneurial culture to life, and for diverse groups from different functions to work together and learn from each other.
In 2019, we welcomed 12 volunteers from our Group office. They ran the challenge as a three-day hackathon, applying People Centred Design to reimagine the customer journey.

The winning team designed a ‘Prep Care’ app to anticipate customers’ needs in-purchase, matching them with partner value propositions. For example, travel insurance customers could buy foreign currencies and organise vaccinations. They’re now further developing the idea with a view to implementing it at FWD.