

Paul van Reede

## The game changer

No one is more obsessed about customers than Paul. With Manulife Vitality, he and his team are listening to what customers want, encouraging healthy choices - and changing lives for the better.

## Transcript

PAUL:

Three years ago, I weighed thirty two pounds more. But engaging in simple ways has really allowed me to improve my life and the lives of those around me. Manulife Vitality is an insurance program that rewards healthy living. We're letting customers engage how they want, whether it's tracking their physical activity through a wearable device, doing online education, even prevention activities like getting a flu shot or going to the dentist. And customers are really engaging with the rewards that they can earn. Companies they know and love like Apple, hotels.com, and Amazon. Manulife is truly becoming a digital leader in a customer-centric way.