

Alyza Keshavjee

## The customer hero

Alyza has a lot of reasons to come to work each day - 26 million, in fact. She spends her days helping Manulife get a deeper understanding of our customers so we can genuinely make decisions easier - and lives better.

## Transcript

ALYZA:

So I spend my time focusing on our customers, listening to what they have to say and making sure that we share those insights across the company and build solutions that really meet our customers' needs. We've heard that customers want simple solutions. We've heard that they want the decision-making process to be easier. So that's why we built a solution like Twine. We've also launched a process called the C. X. challenge which brings together a cross functional team to solve the customer's pain point in a quick and scalable way. So why does this all matter? We have twenty-six million customers and they all matter!