

Nomination: 20213

The Senior Citizen's Club

Page: General Information
Name of Organization / Company Taiwan Life Insurance
Logo No File Uploaded
Web Site Address https://www.taiwanlife.com/ (https://www.taiwanlife.com/)
Page: Entry Information
Entry Title The Senior Citizen's Club
Category Q05 - Q14 - Award for Innovation in Websites and Blogs > Q05. Award for Innovation in Business Information or Application Websites
Submission Format An Essay of up to 625 Words
Essay <p>Taiwan Life Insurance has long been committed to the service philosophy of putting customers first. The spirit of our brand is that "We are family", and we have continued to monitor Taiwan's aging population issues. Through a customer-centric approach, we have launched various age-friendly services for our elderly customers, and strive to become a industry leader in age-friendly services.</p> <p>Out of all communications channels, the official website of an insurance company remains the first digital resource that customers turn to when looking for details on their rights and interests regarding insurance products and services. However, the information presented on the official website can be too complex and difficult to read for elderly customers, resulting in these customers often not being able to find the information they require.</p> <p>Taiwan Life Insurance has adopted a customer-centric approach, and built an age-friendly one-stop website called the Senior Citizen's Club. We determined a theme and key visual design for the website and design an age-friendly UI/UX after conducting 20 hours of needfinding inerviews, developing a website prototype, and conducting A/B testing on customer feedback.</p> <p>The Senior Citizen's Club uses RWD (Responsive Web Design) technology to ensure that customers enjoy the best possible visual experience when browsing the website, regardless if they are using a smartphone, tablet, or computer. Age friendly webpage designs are also incorporated: Apart from using videos and images to replace the dense blocks of text seen in more traditional designs for an official website, we also use warm colors preferred by the elderly in our main visuals, increasing color contrast and saturation while also providing elderly customers with an age-friendly reading and listening experience. Additionally, in response to the social media usage habits of elderly customers, our website also includes shortcut links for sharing content to social media software such as Line and Facebook, allowing customers to conveniently repost information found on the website.</p> <p>The Senior Citizen's Club also breaks the mold when it comes to the content offered. Apart from organizing and putting together all information on the age-friendly services and products offered by the insurance company in one place, the website is also the first in the industry to offer a value proposition of being a website capable of delivering care and creating shareable content. The website is the first to offer Care Calendar, Make Your Own Greeting Image , as well as highlighted features such as Happy retirement academy and brainteaser games for preventing dementia. Apart from meeting the health and wellness, financial planning, and social needs of elderly customers after retirement, the website also gives our sales employees more topics to talk about with elderly customers, creating sales opportunities.</p> <p>The Senior Citizen's Club website was launched in mid-October 2023. As of December 2024 , the website had received more than 7.74 million impressions, and the website had been browsed more than 1,710,000 times. In particular, for the website's interactive features: the Care Calendar and the Make Your Own Greeting Image features have been favored by users, with these features being shared 114,000 times. On average, more than 270 people use these features to express their care to relatives and friends every day, and the anti-dementia brain exercise game Mahjong Supperzzle has also been extremely popular. As of December 2024, the game had been played over 425,000 times. Average user retention time for the website has exceeded 20 minutes, showing how the Senior Citizen's Club website has appealed to users and earned their affirmation.</p>
For this category please provide <p>An essay of up to 625 words describing the website or blog and the innovative aspect of the site since July 1 2022 that you are nominating, OR a video of up to five (5) minutes in length illustrating the same.</p> <p>A link to the site, which you must attach to your entry through our attachment/link uploading tool. If your site is not publicly available (i.e. it's private or password protected), upload a video of up to three (3) minutes that demonstrates the features and functions of your site.</p> <p>Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.</p>
Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to

Yes

URL 1

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URL 2

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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