

# PING AN'S



# INTRODUCTION

Ping An Insurance (Group) Company of China, Ltd. mostly known as Ping An is one of the biggest financial giants of China which deals with the services of insurance, banking, and asset management . It was established in the year 1988, and over the time, it has changed its operations and is now a technology based company.



# GOALS AND OBJECTIVES

These are the major challenges facing Ping An today, starting with the fierce competition that is tightening as more companies get into the fintech business, regulatory environment that is evolving and relentlessly high pressure from customers through their demands on the quality of services. There is stiff competition within the Chinese insurance and Financial services industry and therefore it requires Ping An Insurance to create a competitive edge and remain as a market leader.





# STRATEGIC SOLUTIONS

The case solution presents a successful case of Ping An Insurance that has managed to incorporate technology in its operations. Ping An has reinvented customer service and the operational model through investing on artificial intelligence, cloud computing and blockchain. Its such venture like Ping An Good Doctor, a health technology solution making it incorporate technology to provide extra service.



# CONCLUSION

This paper aims at looking at the strategies that Ping An, one of China's leading companies and a pioneer of innovation in financial services adopted to transform from a regular insurance company to one that relies on technology to power its future growth. This is evident through the firm's ability to continue addressing several challenges through a technology-based approach as well as the focus on the customers.





# RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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