



Innovation Exchange: Key Insights from Our Teams

During the preparation for our Innovation Workshop, we encouraged our teams to send their questions about our digital transformation journey. The response was overwhelming, with thoughtful queries coming in from across departments. During the event itself, more questions emerged through engaging discussions. While we received and addressed numerous questions, below are some of the key highlights that capture the essence of our conversation about Methaq's innovation future.

These questions and answers, shared by Saif and Maitha during our Innovation Exchange session, reflect both our team's thoughtful engagement with our digital transformation and our commitment to clear, practical communication about where we're heading.

Q: How will AI help us compete with larger international insurers?

A: Our size is actually our strength here. Unlike larger insurers dealing with complex old systems, we're building fresh. This means we can move faster, adapt quicker, and implement new solutions more efficiently. We're not just following the market – we're positioning ourselves to lead it.

Q: Will customers still have the option for human interaction, or are we moving entirely to digital?

A: Technology will actually enable more meaningful human interactions, not fewer. When AI handles routine tasks, our teams can focus on what really matters – understanding and supporting our customers when they need us most. It's about enhancing the human touch, not replacing it.

Q: We've seen many insurance companies try digital transformation and fail. What makes our approach different?

A: We're taking a measured, practical approach. Instead of trying to change everything at once, we're moving step by step, testing each change, and learning from feedback. This careful approach, combined with our team's expertise, gives us a strong advantage.

Q: How are we ensuring our digital evolution aligns with Shariah principles?

A: Shariah compliance isn't an afterthought – it's built into every aspect of our digital evolution from day one. We're working closely with Shariah advisors to ensure our technological advancement strengthens our commitment to Islamic insurance principles.

Q: Looking beyond 2026, what's your vision for the future of insurance at Methaq?

A: We're moving towards 'predictive protection' – helping prevent problems before they happen. But we're doing this one step at a time, ensuring each advancement adds real value for our customers and teams.





Q: How will this transformation affect our relationships with brokers and partners?

A: Our digital evolution will actually strengthen these partnerships significantly. We're not just upgrading our systems – we're rolling out more accessible products and sharing advanced tools with our brokers. This means faster response times, easier collaboration, and most importantly, the ability for our brokers to offer better, more tailored solutions to their clients. Think of it as empowering our partners with the same digital advantages we're developing. When our brokers succeed, we all succeed.

Q: What immediate benefits will customers see from these changes?

A: Faster service, simpler processes, and more personalized solutions. But most importantly, they'll still get the same trusted service they expect from Methaq – just enhanced with better tools and capabilities.

Q: How will our new digital capabilities affect our pricing and competitiveness?

A: Enhanced efficiency through technology will allow us to offer more competitive pricing while maintaining quality. But more importantly, it enables us to provide more personalized pricing based on actual risk factors. This means fairer rates for our customers and more sustainable operations for us.

Q: What role will data privacy play in our digital transformation? A: Privacy and security are fundamental to our digital strategy. While we're enhancing our data capabilities, we're also implementing the highest standards of data protection. Every system we implement has privacy controls built-in from the start, not added later.

Q: How are we preparing our teams for this technological change? A: We're taking a practical approach to training. Rather than overwhelming teams with technical details, we're focusing on how these tools make their jobs easier. Training will be hands-on, relevant to daily work, and continuous as we roll out new capabilities.

Q: In terms of innovation, what sets Methaq apart from other regional insurers? A: Our advantage is that we're building systems specifically for our region's unique needs. We understand local market requirements, cultural preferences, and regulatory frameworks. This means our innovation isn't just about technology – it's about creating solutions that truly work for our market.

Q: How will AI help us better understand and serve our customers? A: AI gives us the ability to better understand customer needs and preferences. For example, we can identify patterns in service requests, anticipate customer needs, and proactively offer solutions. This means more personalized service and faster response times for our customers.

