



**Outstanding
Customer Services
Award**

The winning company should demonstrate an excellent level of customer services supported by clear and high standards of quality as well as validated monitoring of performance.



AIA International Limited

AIA put down roots in Hong Kong almost a century ago. No matter times are good or bad, we are there to support our customers through all of life's ups and downs. We are currently serving 3 million customers with over 12,000 financial planners supported by over 1,200 back office staff. What makes us successful is our strong foundation and commitment to excellence in service.

We are proud of having started service trends in the insurance industry – claims concierge service, staff empowerment, tailor-made service for high-end customers, a science-backed wellness programme, personal medical case management ...etc., all these have set a model for other insurers to follow suit.

In 2016, our ambition is to provide effortless customer service through Ease of Doing Business (EoDB). Under EoDB, we have the "5Cs" – Caring, Convenience, Choice, Clarity and Control, which are the basis to drive new service initiatives for our customers.

We believe that there is nothing called "the best service". As always, we are committed to providing "BETTER service" to accommodate customers' ever changing needs.

Looking ahead, we will continue to roll out new and ground-breaking initiatives by driving our service strategy of **Ease of Doing Business**.



The industry-first "Digital Service Centre" allows our financial planners to manage policies for customers through interactive video conference.



Our professional team from the Call Centre offers a wide range of one-stop service, providing all the solutions that customers need.



Prudential Hong Kong Limited

Customer Service

At Prudential, we place the highest priority on sustaining a culture of Service Excellence. For over 50 years in Hong Kong, customers have entrusted their most valuable financial, retirement and health matters to our company, and we aim to respond to this trust with the highest levels of integrity, loyalty and service.

We adopt a holistic customer service approach and strive to elevate customer experience throughout the entire customer journey, supported by the best technology, innovation and management techniques. The culture of Service Excellence is promoted throughout the company to deliver the best customer experience at every single touch point, be it through one of our distributors, through our media and digital platforms or through our customer service representatives.

We have introduced an advanced platform "Voice of Customers" and the first digital customer panel in the insurance industry in Asia, "PRU for You". These innovative platforms allow us to proactively listen to our customers and better understand their needs, achieving better customer relationship excellence and a more comprehensive level of engagement with customers.

The customer-oriented culture is also integrated into all departments and teams, promoting the importance of customer service. Prudential has introduced "Customer Champions" drawn from every department to encourage frontline and backend colleagues to share their opinions on customer service.

To offer our customers the highest accessibility of policy submission, payment and general enquiries, Prudential has a total of 14 Customer Service Centres and Health Assessment Centres to provide convenient and one-stop services, enhancing customer experience to a new level.



Prudential has launched a high-end customer service centre "Prudence Lounge" to offer customers personalised, one-stop services in a comfortable and convenient environment.



Zurich Insurance (Hong Kong)

Zurich's heritage is about helping customers understand and protect themselves from risks. It is our mission and the timeless idea behind our brand that our customers always have the very best protection for the things they value and love.

Customers are our top priority, and it shows. Everything that Zurich's Customer Care Team does follow the core values that shape our culture and define who we are—setting us apart in an increasingly competitive industry.

Here are our core values:

CUSTOMER CENTRICITY – We put our customers at the heart of all we do. We utilize our global scale to turn insights and observations into useful ideas that we put to work for our customers.

INTEGRITY – We treat everyone in a fair and honest manner. We comply with all applicable laws, regulations and internal policies.

EXCELLENCE – We aim for the highest quality and strive for continuous improvement in all that we do. We test what we do and how we do it for fairness, diversity, trust and mutual respect.

SUSTAINABLE VALUE CREATION – We create and sustain value for our customers, our shareholders, our people and society. We maintain a culture of precision, stability and reliability that instills confidence and trust in our commitment to deliver when it matters.

TEAMWORK – We work together as one team... One Zurich. We collaborate and apply our global insights to deliver the best for our stakeholders.

Zurich's credo "For Those Who Truly Love" will continue to be our aspiration. We will strive for continuous improvement and innovation to serve our customers better and to protect what they value and love—now and in the future.



Our dedicated Customer Care Team proudly faces adversities head-on together with customers.



Zurich is committed to providing intelligent protection for the things and people our customers truly love.