



## AIA Hong Kong

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## Media Release

### **AIA Hong Kong Honoured at the HKACE Customer Service Excellence Awards for the 12th Consecutive Year Four Prestigious Accolades Won for 2016**

**Hong Kong, 25 January 2017** – AIA Hong Kong's professional and top-class customer service team has been honoured at the "HKACE Customer Service Excellence Awards", organised by the Hong Kong Association for Customer Service Excellence (HKACE), for the 12th consecutive year. For 2016, AIA Hong Kong picked up four coveted awards, including the inaugural "Service Innovation Award" for its industry-first Personal Medical Case Management Service. The four accolades won by AIA Hong Kong include:

- "Team Award -- Internal Support Service" (Silver) went to AIA Hong Kong's Operations Service Centre;
- "Service Innovation Award" (Bronze) received by the Personal Medical Case Management Service jointly launched by AIA and Medix;
- "Team Award -- Contact Centre Service" (Bronze) was awarded to AIA Hong Kong's Customer Service Hotline, and
- "Individual Award -- Contact Centre Service" (Bronze) was presented to Customer Service Consultant Mr Welles Fu.

Mr. Jacky Chan, CEO of AIA Hong Kong & Macau, said, "As 'The Real Life Company', AIA Hong Kong is committed to accompanying our customers through life's ups and downs, providing them with professional and sincere service. In line with the Company's customer-centric culture, we have redefined high-quality insurance service by introducing the industry's first Personal Medical Case Management Service and the innovative "AIA Vitality" wellness programme. These accolades are a testament to our efforts in meeting the varied needs of our customers through our internal support infrastructure, frontline customer service team and innovative services. They also serve as a reflection of the strong industry recognition we have gained in these respective fields. To keep pace with changing customer aspirations, we will strive for service excellence as we do our utmost to help people live healthier, better and happier lives."

Guided by the principle of "Ease of Doing Business", AIA Hong Kong aims to achieve the following 5Cs in every aspect of its operations to provide customers with heartfelt and convenient service: Caring, Convenience, Choice, Clarity and Control.

Established in 2000, HKACE aims to promote the culture of customer service excellence in Hong Kong. The Association organises the "HKACE Customer Service Excellence Awards" every year to recognise outstanding performance by enterprises and individuals.

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Mr. Ip Man Kit, Chief Technology and Operations Officer of AIA Hong Kong (front row eighth from the left), Mrs. Wei Wei Watson, Chief Human Resources Officer of AIA Hong Kong and Macau (front row fifth from the left) , and the Company's customer service team receive four accolades at the "HKACE Customer Service Excellence Awards 2016".

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### **About AIA Hong Kong and AIA Macau**

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. We have over 13,000 financial planners\*, as well as an extensive network of brokerage and bancassurance partners who serve more than 1.8 million customers\*. Our products range from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

*\* As of Nov 2016*

### **About AIA**

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and representative offices in Myanmar and Cambodia.

The business that is now AIA was first established in Shanghai almost a century ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$181 billion as of 31 May 2016.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 29 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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