



Report from the Board of Examiners – Certificate of Merit 評審委員會報告 — 優異獎



Zurich Insurance (Hong Kong) “Zurich” is part of the Zurich Insurance Group, offering General Insurance and Global Life Insurance with a wide range of services and tailored products to suit customers in different sectors.

With the involvement of Senior Management across the globe, Annual Year Start Meeting is held with clear articulation of key decisions and strategic direction for the company. High level management meetings enable good communication among staff members and senior leaders.

Senior leadership encourages talent development with aspiration and agility. In addition, dedicated Legal & Compliance Team is set up to ensure legal and ethical performance. The Three Lines of Defence mechanism provides a structured platform in ensuring proper performance delivery as well as risk management. Existence of Risk and Control Committee is a plus towards management of enterprise and business risks.

Strategic planning is in relation to the 3-year Group Strategy. Colleagues are given the opportunity to present their ideas and opinions of career growth and project progression. Regular virtual meetings and in-house social network are used to communicate with colleagues for ideas and information sharing on current and upcoming projects.

Good insights are drawn from Transactional Net Promoter Scores (T-NPS) and are translated into improvement plan and actions for different teams. StarZ Awards recognized the best members in their respective roles.

A new initiative has been adopted to improve the operation efficiency by the development of mobile communication apps. It is adopted to enhance communication with clients and uplift the claims process. The organization has also established communication channels via various social media platforms to engage with customers.

蘇黎世保險(香港)(以下簡稱為「蘇黎世」)為蘇黎世保險集團轄下之機構，提供全面兼度身訂造的一般保險及人壽保險服務，照顧來自不同行業客戶的需要。

蘇黎世的年初周年大會偕同全球高層管理人員，清晰訂定公司的關鍵決策及策略方向。高層管理會議也可增進員工與高級主管之間的溝通。

高層管理人員鼓勵靈活地培育積極進取的人才。此外，蘇黎世成立專門的法律及規管團隊，確保履行法律及道德責任。旗下的「三道防線」機制提供有系統平台，確保妥善執行風險管理程序，同時管理風險。公司的風險及控制委員會亦為企業管理及業務風險帶來好處。

策略規劃與集團三年政策息息相關。員工均有機會就職位升遷和項目進展發表其所思所想。公司同事會定期舉行視像會議，並善用內部社交網絡加以交流，就目前和即將執行的項目分享意見和資訊。

在為不同團隊規劃改善計劃及行動時，蘇黎世會採用取自T-NPS客戶之聲調查所收集的回饋，而其StarZ Awards則表揚最能彰顯職位才能的僱員。

為改善營運效率，蘇黎世已注入新元素，開發手機應用程式，增強與客戶溝通，加快索償流程。機構亦透過不同社交媒體平台建立溝通渠道，拉近與客戶的距離。





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Zurich is the first company in Hong Kong accredited with the Economic Dividends for Gender Equality (EDGE) certification, a step towards diversity and inclusion. Various practices are in place to promote work-life balance such as Flexible Working Hours, Well-Being Day and Wellness Week Program. A number of training initiatives, for example, Zurich Oxygen and e-learning platform, are organized to support staff development.

Apart from the above, the following awards granted to Zurich by various organizations demonstrated their strengths in products and services:

- Hong Kong Insurance Awards, Outstanding Claims Management Award, Gold Award of Mystery Caller Assessment and eight BENCHMARK Wealth Management Awards
- FlexiCare – the HR Vendor of the Year 2015
- Gold Award for the Best Launch/Relaunch via Mobile at the Mob-Ex Awards 2016

Zurich has jointly launched a pilot scheme with the Hong Kong Federation of Insurers and Institute of Professional Education and Knowledge (PEAK) of the Vocational Training Council (VTC) to develop long-term professional career in insurance industry.

In addition, Zurich Volunteer Group and Z-Volunteer Recognition Programme were well founded through a variety of CSR activities such as fundraising, walkathon, feeding the homeless and English tutoring sessions. Zurich is also recognized as the Hong Kong Green Organization with regular activities and Annual Award Programme to encourage colleagues in taking Green actions.

With effective implementation of quality management system, considerable growth was shown in 2014 when compared to 2013 in gross written premiums and policy fees from external customers. In accordance with the Office of the Commissioner of Insurance 2015 Report, good rankings were achieved in various lines of business including marine (statutory), employees' compensation, liabilities, motor and engineering.

蘇黎世是香港首家獲得性別平等帶來的經濟利益(EDGE)認證，致力推廣多元共融。公司亦推行彈性工時、福利日 (Well-Being Day) 和行善一週計劃 (Wellness Week Program) 等多項政策，推廣員工生活與工作平衡的概念。此外，公司亦提供許多培訓計劃以支持員工的發展，例如 Zurich Oxygen 和電子學習平台。

除上述政策外，蘇黎世亦獲不同機構頒發以下獎項，足見產品及服務的優勢：

- 《香港保險業大獎》、傑出理賠管理大獎、《神秘客戶撥測大獎 — 金融及保險業》的金獎及八項《指標》財富管理年度大獎
- 「智識揀」— 最佳僱員保險供應商
- Mob-Ex 大獎 2016 — Best Launch/Relaunch via Mobile 金獎

蘇黎世與香港保險業聯會及職業訓練局轄下的高峰進修學院合作推出先導計劃，培訓專業的長期保險從業員。

蘇黎世義工隊和 Z-Volunteer Recognition Programme 發展完善，曾舉辦多項有關企業社會責任的活動，包括籌款、步籌、幫助露宿者及英語指導課程等等。蘇黎世亦定期舉辦綠色活動，同時設有年度獎賞計劃，讚揚支持環保的同事，更因此獲認證為香港綠色機構。

蘇黎世透過執行高效、優質的管理系統，於2014年錄得來自外部客戶的毛保費收入及保單費用較2013年大幅提升。根據保險業監理處2015年的報告，蘇黎世的不同業務產品均名列前茅，如貨物運輸保險(法定)、僱員補償保險、責任意外保險、汽車保障及建築保險。

