

Press Release  
11 October 2016

## BOC Life opens its first Customer Service Centre

BOC Group Life Assurance Company Limited (BOC Life) today announced the official opening of its first customer service centre in the city centre of Hong Kong Island. By offering convenient, efficient and combined financial and insurance services, BOC Life is set to deliver its promise to provide customers with top notch services.

Located in Causeway Bay with floor area of over 2,000 sq. ft., BOC Life Customer Service Centre features a simple and contemporary design that makes it pleasant and welcoming for visitors. At its reception counter, customers will enjoy instant services to apply for insurance, submit claims application, verify document, arrange medical check-up and make premium payment. For better protection of personal privacy, individual rooms are available for meetings with premier clients in private. Its provision of on-site referral for banking services is the one-stop financial service firstly introduced among insurance companies in Hong Kong.

Mr. Terry Lo, Chief Executive of BOC Life, said, “It has been the philosophy of BOC Life to be customer centric and innovative. The opening of a new service centre aptly meets our promise to deliver superior services and allows us to get closer to customers.”

With an emphasis on customer experience, the centre has a self-service area for online enquiry as well as leisure magazines and light refreshment. Other facilities such as luggage storage space, mobile phone charger and wireless internet service are also made available to meet the needs of its customers.

The wealth management team of BOC Life is fast growing and the new service centre will provide our frontline sales personnel with solid support to elevate the customer experience in life insurance and financial services, said Mr. Lo.

BOC Life Customer Service Centre is located at 2F, Causeway Corner, 18 Percival Street, Causeway Bay, Hong Kong. Telephone number for customer enquiry or appointment is (852) 2862 9862.

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### About BOC Group Life Assurance Company Limited

BOC Group Life Assurance Company Limited (“BOC Life”) was founded in Hong Kong and has served the local market for years. We have grown to be one of the top life insurance companies in Hong Kong, with a commitment to offering comprehensive services in life insurance, wealth management and retirement protection. BOC Life’s shareholding is owned by BOC Hong Kong (Holdings) Limited and Bank of China Group Insurance Company Limited. In addition to the channels of tied agency, brokerage, telemarketing and eChannel, BOC Life distributes its acclaimed life products in Hong Kong via the professional relationship managers at more than 220 branches of Bank of China (Hong Kong) Limited and Chiyu Banking Corporation Limited as well as branches of Nanyang Commercial Bank. We strive to provide our customers with tailored insurance and financial planning services that meet their unique needs and personal financial.

BOC Life's solid financial strength has been affirmed by international rating agencies, including the financial strength ratings of "A" by Standard & Poor's, and "A2" by Moody's Investors Service.

Photo caption:



BOC Life opens its first customer service centre. Mrs. Kung Yeung Ann Yun Chi, Deputy Chief Executive of Bank of China (Hong Kong) Limited (second left), Mr. Terry Lo, Chief Executive of BOC Life (third left), Mr. Alfred Cheung, Deputy Chief Executive and Chief Sales Officer of BOC Life (first left), Mr. Ellick Tsui, Deputy Chief Executive and Chief Financial Officer of BOC Life (first right) and Mrs. Charity Au, Chief Operating Officer of BOC Life (second right) attended the grand opening ceremony.



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