

Press Release

19 July 2017

BOC Life opens new Customer Service Centre in Tsim Sha Tsui

BOC Group Life Assurance Company Limited (“BOC Life”) announced today the official opening of its new Customer Service Centre in Tsim Sha Tsui. With the service centres recently launched in Central and Causeway Bay, in addition to the head office in Taikoo Shing, the service network of BOC Life has now been extended to cover major locations in Hong Kong and Kowloon, giving customers more convenient access to its services.

The new Centre is located at Canton Road, Tsim Sha Tsui, which is regarded as a hot spot for shopping in Hong Kong with convenient transport. Adopting the same contemporary and simplicity design, it provides visitors with a comfortable environment to enjoy one-stop wealth management and life insurance services including policy enquiry, insurance application, premium payment and claim submission, etc. Pre-appointment of medical check-up is also available at the Centre.

Mr. Terry Lo, Chief Executive of BOC Life said, “Tsim Sha Tsui is a popular district for business customers and tourists to Hong Kong. Our sales offices are newly opened nearby to serve them anytime. Besides life insurance service, customers having other financial needs can be referred to BOCHK branches for assistance and access to comprehensive life insurance and wealth management services.”

The Centre’s address is 10/F, North Tower, World Finance Centre, 19 Canton Road, Tsim Sha Tsui, Kowloon. 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 about 197 branches of Bank of China (Hong Kong) Limited and several branches of Chiyu Banking Corporation Limited and 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.



BOC Life opens its Tsim Sha Tsui customer service centre. Mr. Terry Lo, Chief Executive of BOC Life (third left), Mr. Alfred Cheung, Deputy Chief Executive and Chief Sales Officer of BOC Life (second left), Mrs. Xu Zanjun, Deputy Chief Executive of BOC Life (second right), Mrs. Charity Au, Chief Operating Officer of BOC Life (first left) and Mr. Tim Wong, Chief Risk Officer (first right) of BOC Life attended the grand opening ceremony.