

BOC Life wins Bloomberg Businessweek “Financial Institution Awards”

29 April 2017

BOC Life scored 2 awards at Bloomberg Businessweek’s Financial Institution Awards 2017, including “Brand of the Year – Excellence” and “Cross Border Insurance – Excellence”. These awards recognise our remarkable achievements and distinctive performance in Hong Kong’s life insurance market.

BOC Life opened our first Customer Service Centre in Causeway Bay last year, offering applaudable one-stop insurance services and banking service referral to meet the financial needs of cross border customers. Moreover, we launched a series of branding activities through outdoor, print, online and social media to get closer to the public and further enhance our brand awareness.

Mr. Terry Lo, Chief Executive of BOC Life, says that the company always puts customer first by providing diverse life insurance and financial services. The awards affirm the success of our customer-centric approach and brand promotion efforts, and drive us to further improve ourselves and provide better services.

