



Client Services Sun Bright

2023-2024

CS Key functionalities

Client Services

Scope of works:

Provide all services relating to Insurance Policies, including

- Client info update
- Insurance Policy changes
- Policy benefits payment
- Premium Collection
- Online/Offline service supports (CS counters, Contact Center, Website, Facebook)

Client Care

Scope of works:

Planning and implementing Client Care and Engagement activities

- Loyalty programs
- VIP programs
- Rewards programs
- Caring programs

Complaint Handling

Scope of works:

- Ensure all client complaints are resolved in timely and fairly manners
- Proactively coordinate with MKT and PR team to protect company's reputation and mitigate negative impact to brand

Key measure of success

- Client Satisfaction (CSAT)
- Client Retention