

## Press Release

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### All-new ING Customer Service Centre takes customer relationships to a whole new level

ING HK remains at the forefront of the industry by going the extra mile for customer satisfaction. The recent opening of a new ING Customer Service Centre reaffirms the company's determination in always putting its customers first. The new ING Customer Service Centre, located on the first floor of the ING Tower in Central, will raise the bar and set a new standard for the industry.

"The opening of ING's new Customer Service Centre represents our commitment to Hong Kong. The company's provision of quality service to our customers will continue to serve as an important differentiator from our competition," said Mr. Lard Friese, Management Board Member of ING Insurance EurAsia at his speech of the opening ceremony of the centre.

In addition to Mr. Friese, the opening ceremony was officiated by Mr. Frank Koster, CEO, ING Insurance Asia/Pacific; Ms. Alexis George, Regional Chief Operating Officer, ING Insurance Asia/Pacific; Mr. Lennard Yong, CEO, ING Hong Kong & Macau and Mr. Tony Poon, General Manager of Life Operations, ING Life Hong Kong. Hong Kong is a key market for the Group and is the regional headquarter for ING Insurance Asia/Pacific.

Speaking at the ceremony, Mr. Lennard Yong shared with colleagues his belief that excellence in customer service will be key to the company's business success. "The new centre will provide a comfortable environment backed up by a professional service team to ensure that we will provide quality services to our customers," he said.

"Technology plays an increasingly important role in quality customer service," said Ms. Alexis George. "The newly developed Automated Underwriting System, for example, is a commitment that has greatly sped up the procedures needed before a customer gets a new policy with all the details in place, saving valuable time of customers and staff alike."

"The company has spent the past 12 months to refine the unique One and Done programme with the aim of bringing a whole new experience to a customer either in the customer service centre or over the phone," said Mr. Tony Poon. "There is a list of over a dozen services and transactions under this new programme of which a customer can expect a much smoother dealing. We expect the list to grow in the coming months," he added.

The new ING Customer Service Centre is 30% bigger than its predecessor. The facilities are inviting and the customer service specialists are prepared and willing to help. There is a comfortable waiting area where customers can make the most of a few minutes to browse online using the readily available computers. There is also the choice to watch local and international news from a flat screen TV, or simply to enjoy a freshly brewed cup of coffee. Meanwhile, customers can also engage a wealth planner for a private discussion at a suitably-equipped and sound-proofed meeting room.

It has always been the aim for ING Hong Kong to provide smart, reliable, and sustainable products and services to build and protect their customers' financial future. In view of this, the company has expended huge resources in technological improvement work for customers' convenience in the new customer service centre. Thanks to an array of facilities, a customer can feel his or her time well spent and is not likely to have to wait too long. The opening of this new Customer Service Centre further reinforces the commitment of the fast growing insurance and financial planning company to the territory, as well as the fact that it enhances its grip on the changing landscape, and stays ahead in the game.

## ING Customer Service Centre

Address: 1/F, ING Tower, 308 Des Voeux Road Central, HK

Opening hour: 8am - 8pm (Mon to Sat) excluding Sun & Public Holiday

## ING Customer Service Hotline (3123 3123)

8am - 8pm (Mon to Sat) excluding Sun & Public Holiday



The opening of the new ING Customer Service Centre was officiated by Mr Lard Friese (second from right); Mr. Frank Koster (first from left); Ms Alexis George (second from left); and Mr Lennard Yong (centre) and Mr Tony Poon (first from right).



The new centre is decorated in a bright and inviting way, giving a whole new experience to customers.

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