

# INSURANCE/TAKAFUL INDUSTRY’S CUSTOMER SERVICE CHARTER

<b>Pillar 1</b>		<b>INSURANCE / TAKAFUL MADE ACCESSIBLE</b>
<b>Description</b>		<p>Offer an active engagement model wherein a customer is aware of:</p> <ul style="list-style-type: none"> <li>• Multi-channel options &amp; accessibility for purchase and enquiry.</li> <li>• Where and how to provide feedback, suggestions and to complain.</li> </ul>
<b>Expected Outcome</b>		<b>BETTER ENGAGEMENT &amp; IMPROVED SERVICES</b>
<b>Service Level Target</b>		<ol style="list-style-type: none"> <li>1. Multi-channels and appropriate channels are being used for purchase and enquiry.</li> <li>2. Online channels are being used for purchase and enquiry.</li> <li>3. Feedback, suggestions and complaints are received via channels provided.</li> </ol>
No.	Commitment	Service Level
1.1	<p><b>We will make insurance and takaful products easily accessible via various channels, physically and virtually, to obtain information, purchase or make enquiries</b></p>	<p><b>To this end, the following are to be adopted: -</b></p> <ol style="list-style-type: none"> <li><b>1. Offer an active engagement model wherein a customer is aware of:</b> <ul style="list-style-type: none"> <li>• <b>Multi-channel options and accessibility for making purchases and enquiries.</b></li> <li>• <b>Where and how to provide feedback, suggestions and complaints.</b></li> </ul> </li> <li><b>2. Reinforce that insurance / takaful is easily accessible via various channels, physically and virtually.</b> <ul style="list-style-type: none"> <li>• <b>Customers are kept informed on the physical and engagement channels available for them to purchase products or to make enquiries.</b></li> <li>• <b>Specifically, customers should have access to the following:</b></li> </ul> </li> </ol>

1.2	We will actively seek feedback, suggestions or complaints on how insurers can serve customers better	<ul style="list-style-type: none"> <li>○ An insurance / takaful agent locator.</li> <li>○ List of customer engagement channels, i.e. corporate website, self-service customer web portal and call centre. <ul style="list-style-type: none"> <li>○ Social media (if applicable) - <a href="http://www.facebook.com/AmBankMalaysia">www.facebook.com/AmBankMalaysia</a></li> </ul> </li> </ul> <p>3. Channel availability may vary from time to time, and customers will be informed accordingly.</p> <p>1. Customers are provided with available channels to provide feedback and suggestions via:</p> <table border="1" data-bbox="808 602 1850 1013"> <tr> <td>Corporate Website</td> <td><a href="http://www.amassurance.com.my">www.amassurance.com.my</a></td> </tr> <tr> <td>Self-service customer web portal</td> <td><a href="http://www.amassurance.com.my">www.amassurance.com.my</a></td> </tr> <tr> <td>Call centre</td> <td>1300803030</td> </tr> <tr> <td>Branch</td> <td><a href="https://www.amassurance.com.my/locate">https://www.amassurance.com.my/locate</a></td> </tr> <tr> <td>Email</td> <td><a href="mailto:customer@amassurance.com.my">customer@amassurance.com.my</a></td> </tr> <tr> <td>Letter</td> <td>AmGeneral Insurance Berhad, Menara Shell, 211, Jalan Tun Sambanthan, Kuala Lumpur Sentral, 50470 Kuala Lumpur.</td> </tr> <tr> <td>Social Media</td> <td><a href="http://www.facebook.com/AmBankMalaysia">www.facebook.com/AmBankMalaysia</a></td> </tr> </table> <p>2. The Insurer / takaful operator will conduct periodic customer satisfaction feedback/surveys to ensure that customers' needs are fulfilled.</p>	Corporate Website	<a href="http://www.amassurance.com.my">www.amassurance.com.my</a>	Self-service customer web portal	<a href="http://www.amassurance.com.my">www.amassurance.com.my</a>	Call centre	1300803030	Branch	<a href="https://www.amassurance.com.my/locate">https://www.amassurance.com.my/locate</a>	Email	<a href="mailto:customer@amassurance.com.my">customer@amassurance.com.my</a>	Letter	AmGeneral Insurance Berhad, Menara Shell, 211, Jalan Tun Sambanthan, Kuala Lumpur Sentral, 50470 Kuala Lumpur.	Social Media	<a href="http://www.facebook.com/AmBankMalaysia">www.facebook.com/AmBankMalaysia</a>
Corporate Website	<a href="http://www.amassurance.com.my">www.amassurance.com.my</a>															
Self-service customer web portal	<a href="http://www.amassurance.com.my">www.amassurance.com.my</a>															
Call centre	1300803030															
Branch	<a href="https://www.amassurance.com.my/locate">https://www.amassurance.com.my/locate</a>															
Email	<a href="mailto:customer@amassurance.com.my">customer@amassurance.com.my</a>															
Letter	AmGeneral Insurance Berhad, Menara Shell, 211, Jalan Tun Sambanthan, Kuala Lumpur Sentral, 50470 Kuala Lumpur.															
Social Media	<a href="http://www.facebook.com/AmBankMalaysia">www.facebook.com/AmBankMalaysia</a>															