

Zurich shifts to new location in Kota Bharu to provide greater customer experience

Kota Bharu, 28 May 2013 – Customers and agency members of Zurich Insurance Malaysia in Kota Bharu will now be able to enjoy greater convenience and customer service, as its sole branch network in the state of Kelantan has shifted to a much sophisticated office located in Jalan Sri Cemerlang.

The relocation is part of the company's continuous commitment in providing excellent customer experience across the country through renovations, refurbishments or relocation in order to serve the needs of its growing customer portfolio of over one million policyholders and close to 8,000 agency force nationwide.

Speaking at the opening ceremony held at the Kota Bharu branch office, Daniel Reymond, Executive Director and Chief Operating Officer of General Insurance, Zurich Insurance Malaysia says: "Zurich has been present in Kota Bharu since 1987, and we are now moving a step forward with this new branch. At Zurich, we want the quality of our service to extend from being efficient and effective to providing great customer experience. We believe that with the branch's new contemporary layout and setting, we will be able to provide our customers with greater convenience, comfort and enhance their overall experience besides improving the efficiency of our agency force here."

Previously situated along Jalan Pengkalan Chepa, Section 12, Zurich's new branch office in Kota Bharu consists of two floors and has a combined gross floor area of 2,800 square feet. The branch also provides customers access to ample parking space and is equipped with meeting rooms, as well as working areas catered for agency members to transact their businesses in a comfortable and professional manner.

“For the financial year ending 2012, Kota Bharu branch generated RM1.2 million in Annualised Premium Equivalent (APE) under Life Marketing and achieved a total Gross Written Premium (GWP) of RM8.2 million which surpassed the RM7 million budget targeted under the General Insurance side. With this new location and setting, we believe that the production and performance of Kota Bharu branch will continue to contribute to the success of Zurich Insurance in Malaysia,” adds Daniel.

The new Kota Bharu branch is one of the many key upgrades which Zurich has committed to on its road to become the leading insurance company in Malaysia.

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Zurich Insurance Group (Zurich) is a leading multi-line insurance provider with a global network of subsidiaries and offices in Europe, North America, Latin America, Asia-Pacific and the Middle East as well as other markets. It offers a wide range of general insurance and life insurance products and services for individuals, small businesses, mid-sized and large companies as well as multinational corporations. Zurich employs about 60,000 people serving customers in more than 170 countries. The Group, formerly known as Zurich Financial Services Group, is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt program (ZURVY) which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

Zurich Insurance Malaysia Berhad, as part of Zurich Insurance Group, is a well established composite insurer headquartered in Kuala Lumpur with a nationwide presence of 39 branches in Malaysia. Zurich caters to the insurance, savings and investment needs of Malaysians by offering a vast range of general and life insurance solutions through its 4,900 tied Life Insurance agents, and 3,000 multi-tied General Insurance agents. The company was formerly known as Malaysian Assurance Alliance Berhad. Further information about Zurich in Malaysia is available at www.zurich.com.my

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