



# CUSTOMER SERVICE CHARTER

At Pacific & Orient Insurance Co. Berhad, our customers are at the heart of all we do. Our objective is to be the preferred provider of insurance protection. We are guided by a set of principles to grow our business and achieve our mission. We believe in integrity which makes us remain ethical and professional in all of our dealings for the benefit of society at large.

We are committed to deliver value-added products and quality services through competent staff, effective distribution networks and efficient use of technology that supports sound business management and innovation in a creative, dynamic and aggressive environment. Business acquisition is driven by a clear understanding of market needs and orderly growth.

## CONTACT US

We are also keen to hear if you feel we have exceeded your expectations. If you have been pleased with the service we have provided to you, we would very much welcome your kind comments. To provide us your feedback or to file a complaint, you can reach us by the following methods:

Website : [www.poi2u.com](http://www.poi2u.com)  
E-mail : [poi2u@pacific-orient.com](mailto:poi2u@pacific-orient.com)  
Toll-Free : 1800 88 2121 (Tele Insurance / Claim Helpline)  
Help Line : 1300-80-8800 (Accident & Breakdown Assist 24 hours)

## PILLAR 1 : INSURANCE MADE ACCESSIBLE

<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>	BETTER ENGAGEMENT & IMPROVED SERVICES
<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>

COMMITMENT		SERVICE LEVEL
1.1	We will make insurance products easily accessible via various channels, physically and virtually, to obtain information, purchase or make enquiries	<ol style="list-style-type: none"> <li>1. We offer an active engagement model wherein a customer is aware of: <ul style="list-style-type: none"> <li>• Multi-channel options and accessibility for making purchases and enquiries.</li> <li>• Where and how to provide feedback, suggestions and complaints.</li> </ul> </li> <li>2. We will make it easily accessible via various channels, physically and virtually, make purchases or perform enquiries by accessing to the following: <ul style="list-style-type: none"> <li>• An insurance branches</li> <li>• Contact Center: <ul style="list-style-type: none"> <li>- Call Centre 1-800-88-2121 (available from 8:45 am to 5:30 pm, Mondays to Fridays, excluding Public Holidays)</li> <li>- Social media - Facebook</li> <li>- Email poi2u@pacific-orient.com</li> </ul> </li> </ul> </li> <li>3. Channel availability may vary from time to time, and customers will be informed accordingly.</li> </ol>
1.2	We will actively seek feedback, suggestions or complaints on how insurers can serve customers better	<ol style="list-style-type: none"> <li>1. The following channel are available to you if you have feedbacks and suggestions: <ul style="list-style-type: none"> <li>• Branches</li> <li>• Contact Center: <ul style="list-style-type: none"> <li>- Contact Us Form at POIC website ( <a href="http://www.poi2u.com">www.poi2u.com</a> )</li> <li>- Call Centre 1-800-88-2121 (available from 8:45 am to 5:30 pm, Mondays to Fridays, excluding Public Holidays)</li> <li>- Social media - (Facebook)</li> <li>- Email: <a href="mailto:poi2u@pacific-orient.com">poi2u@pacific-orient.com</a></li> </ul> </li> <li>• Or write to us at the following address.  <b>Pacific &amp; Orient Insurance Co. Berhad</b>  11<sup>th</sup> Floor Wisma Bumi Raya  No.10 Jalan Raja Laut  50350 Kuala Lumpur</li> </ul> </li> <li>2. We will conduct periodic customer satisfaction feedback/surveys to ensure that customers' needs are fulfilled.</li> </ol>

## PILLAR 2 : KNOW YOUR CUSTOMER

<b>DESCRIPTION</b>	<p>To understand a customer profile adequately which enables the Financial Service Provider (FSP) to:</p> <ul style="list-style-type: none"> <li>• Know and anticipate the customer's needs and preference.</li> <li>• Ask for requisite information and documents to best advise the customer.</li> <li>• Offer suitable products and services.</li> </ul>
<b>EXPECTED OUTCOME</b>	BUILD TRUST
<b>SERVICE LEVEL TARGET</b>	<ol style="list-style-type: none"> <li>1. 90% of customers are served with suitable products and services which fit their needs and wants.</li> <li>2. Minimal complaints (ratio of 5% of total complaints) from customers are on not understanding what was offered and/or not having the suitable products and services.</li> </ol>

COMMITMENT	SERVICE LEVEL
<p>2.1 We will strive to help customers find the right product to suit their needs</p>	<ol style="list-style-type: none"> <li>1. Knowledgeable and ethical staff and agents are available to serve customers.</li> <li>2. Training <ul style="list-style-type: none"> <li>• Ensure employees and intermediaries are properly trained on products and services offered.</li> <li>• Training must be provided any time a new product is launched and regularly as refresher courses on existing products.</li> </ul> </li> <li>3. Understanding Customers' Needs <p>In order to understand the customers' profile adequately, Financial Service Provider (FSP) including their agents shall:-</p> <ul style="list-style-type: none"> <li>- Listen attentively to the customers.</li> <li>- Acknowledge and properly understand the customers' needs and preferences.</li> <li>- Ask for requisite information and documents to advise the customers accordingly and in accordance with the Industry's Code of Practice on the Personal Data Protection Act 2010.</li> <li>- Offer options of suitable products and services to meet the customers' needs and wants.</li> </ul> </li> <li>4. Any options provided to customers shall be explained and on an "opt-in-basis", e.g. riders, sharing/using customer information for marketing and research purposes.</li> </ol> <p><i>Note: Handling of customer information is governed by Bank Negara Malaysia's Policy Document on Management of Customer Information and Permitted Disclosures and Financial Service Provider (FSP) shall operate accordingly.</i></p>

## PILLAR 3 : TIMELY, TRANSPARENT & EFFICIENT SERVICE

Deliver a seamless service wherein customers are aware of:

### DESCRIPTION

- Insurers' operators' responsibilities towards customers.
- Expected service standard and time taken to deliver these services, i.e. time taken to answer enquiries / resolve complaints.
- Where and how to obtain information required i.e. product features and costs.

### EXPECTED OUTCOME

#### CUSTOMER SATISFACTION

### SERVICE LEVEL TARGET

1. 80% of customers are being served within the expected service level and timelines.
2. 100% of customers are issued with policy documents in a timely manner.
3. Declining complaints ratio.

COMMITMENT	SERVICE LEVEL
<p>3.1 We will set clear responsibilities towards customers and uphold it.</p>	<p>A standard commitment on clear responsibilities to be a mandatory write up on all client charters should cover the following guiding principles:-</p> <ol style="list-style-type: none"> <li>1) A clear and concise objective of the Charter.</li> <li>2) Mission.</li> <li>3) Values to be provided to the customer, e.g. fairness, transparency, integrity, ethics, professionalism, timeliness.</li> <li>4) Efficient/effective communication channels.</li> </ol>
<p>3.2 We will set clear expectation on time taken for various services.</p>	<p>To include a clear expectation on time taken for various services: -</p> <ol style="list-style-type: none"> <li>1. Delivery of Services: -           <ul style="list-style-type: none"> <li>Walk-in counter / Branch               <ul style="list-style-type: none"> <li>- Customer Waiting Time: Within 10 minutes.</li> <li>- Enquiries that do not require follow-up will be resolved during your visit. Enquiries that require follow-up will be resolved within 3 working days. Complex enquiries will be responded within 5 working days.</li> </ul> </li> <li>Email / social media               <ul style="list-style-type: none"> <li>- Your emails will be acknowledged within 1 day.</li> </ul> </li> <li>Letter               <ul style="list-style-type: none"> <li>- Enquiries will be replied within 3 working days from the date of receipt of non-complex enquiries. For complex enquiries, letters will be responded within 5 working days from the date of receipt.</li> </ul> </li> </ul> </li> </ol>
<p>3.3 We will ensure efficient policy servicing and providing relevant documentation in a timely manner.</p>	<ol style="list-style-type: none"> <li>1. Customers shall be informed of each step and documentation required to alter, renew, surrender or cancel a policy, e.g. what happens when there are changes to the policy, notice on renewal, etc. as well as consequence arising from any of these actions.</li> <li>2. Customers are to be reminded in the renewal notice to inform the insurance company of any changes in the risk before renewal.</li> <li>3. The standard operating procedure on dealings with customers must be clearly complied with.</li> </ol>
<p>3.3(a) We will ensure efficient policy servicing and provide relevant documentation in a timely manner</p> <p><b>(General)</b></p>	<ol style="list-style-type: none"> <li>1. Policy Issuance (upon acceptance in the policy system)           <p><u>New and Existing Customer:</u></p> <ol style="list-style-type: none"> <li>i) Motor E-policy – Immediately</li> <li>ii) Non-Motor - within 10 working days, subject to full documentation and information depending on case complexity.</li> </ol> <p><i>(Applicable for individuals only, not applicable to group)</i></p> </li> </ol>

<p>3.4 We will be open and transparent in our dealings</p>	<ol style="list-style-type: none"> <li>2. Change of policy details / reissuance upon lapse / endorsement (<i>upon acceptance in the policy system</i>).             <ol style="list-style-type: none"> <li>i) Motor - within 3 working days</li> <li>ii) Non-Motor - within 5 working days</li> </ol> </li> <li>3. Renewal notice issuance: 30 calendar days before expiry of existing policy.</li> <li>4. Cancellation/ surrendering of policy (including refund of premium).             <ol style="list-style-type: none"> <li>i) Motor - within 10 working days</li> <li>ii) Non-Motor - within 7 working days</li> </ol> </li> </ol> <p><i>Note: We endeavour to meet our commitment but, in any instance, where we cannot fulfil them, we will inform you accordingly.</i></p> <p>The following information shall be easily accessible and made available through the various channels of communication such as branches / brochures / call centers / social media / website:</p> <ol style="list-style-type: none"> <li>1. Product related details, i.e. product features, product disclosure sheets, terms and conditions, key facts and exclusions will be shared at the point of sale.</li> <li>2. Fees, charges (other than premiums), and interest (if any) as well as obligations in the use of a product or service (e.g. when premium needs to be paid and explaining payment before cover warranty).</li> <li>3. Data Privacy POIC is committed to keeping your personal information confidential and secure. We will process your personal information in accordance with the Code of Practice on Personal Data Protection for the Insurance and Takaful Industries in Malaysia. Please refer to our Privacy Statement on our website for more information.</li> </ol>
<p>3.5 We will follow through and provide the requisite answers / updates to customers' queries &amp; complaints promptly</p>	<ol style="list-style-type: none"> <li>1. Phone             <ul style="list-style-type: none"> <li>• Where no follow up is required – Immediate such as first call resolution.</li> <li>• Where follow up is required – Within 3 working days from the date of the first call.</li> </ul> </li> <li>2. Written (Email, fax, written letter &amp; social media)             <ul style="list-style-type: none"> <li>• For Email/Social media: -                 <ul style="list-style-type: none"> <li>- Provide acknowledgement response within 1 working day.</li> <li>- Acknowledgement to include expected timeline and any other relevant information.</li> <li>- Non-complex enquiry - respond within 3 working days from date of receipt.</li> </ul> </li> <li>• For letter or fax                 <ul style="list-style-type: none"> <li>- Enquiries will be replied within 3 working days from the date of receipt on non-complex enquiries.</li> </ul> </li> </ul> </li> <li>3. Counter/Branches             <ul style="list-style-type: none"> <li>• Where no follow up is required, Financial Service Provider (FSP) will endeavor to provide first touch point resolution immediately.</li> <li>• Where follow-up is required – within 5 working days from the date of the first visit.</li> </ul> </li> </ol> <p><i>Note: Where enquiry is complex, Financial Service Provider (FSP) will provide a reasonable timeframe and keep the customer updated accordingly.</i></p>

3.6 We will ensure consistent and thorough complaints handling

To adopt the following: -

1. Customers shall be informed of the various options for submitting a complaint through available channels, depending on the Financial Service Provider (FSP) channel presence and whichever applicable.
2. A verification process has to be performed on the policyholders / participants.
3. Communicate clearly on the issue and gather adequate information for an informed resolution.
4. Address the issue in an equitable, objective and timely manner by informing the complainants on insurers' operators' decision
  - Resolution for simple cases: Within 5 working days of receiving the complaint.
  - Resolution for complex cases: No later than 20 working days of receiving the complaint.
5. If the case is complex or requires further investigation, or Financial Service Provider (FSP) require relevant or material information or document from a third party, additional 10 working days from the end of 20 working days for Financial Service Provider (FSP) continuously follow-up with the third party and no later than 30 working days of receiving the complaint, Financial Service Provider (FSP) must inform its final decision to complainant.
6. Keep the complainants updated on weekly basis if unable to address issues within the stipulated timeframe.
7. Refer the complainants to the next level of escalation if the resolutions are not to the satisfaction of the complainants. Contact details of Bank Negara Malaysia LINK, BNMLINK and Financial Markets Ombudsman Service (Formerly known as Ombudsman for Financial Services) must be clearly provided.

*Note: Complaints handling and timelines is governed by Bank Negara Malaysia (BNM)'s Policy Documents on Complaints Handling and Financial Service Provider (FSP) shall operate accordingly.*

## PILLAR 4 : FAIR, TIMELY & TRANSPARENT CLAIMS SETTLEMENT PROCESS

<p><b>DESCRIPTION</b></p>	<p>Deliver a seamless claims processing and settlement experience wherein customers are aware of:</p> <ul style="list-style-type: none"> <li>• Procedures, documentation and steps including various options (if any) for first notification of loss in an event of a claim.</li> <li>• Expected service standard for claims processing and specific time taken for each step within the claims processing stages.</li> <li>• Various redress mechanisms for unsatisfactory claims payment.</li> </ul>
<p><b>EXPECTED OUTCOME</b></p>	<p>PROVIDE PEACE OF MIND TO CUSTOMERS</p>
<p><b>SERVICE LEVEL TARGET</b></p>	<ol style="list-style-type: none"> <li>1. 75% of the customers are satisfied with the claims decisions and processes.</li> <li>2. Declining complaints ratio over the years from customers on claims settlement and processes.</li> <li>3. 100% of legitimate claims are paid accordingly.</li> </ol>

COMMITMENT	SERVICE LEVEL
<p>4.1 We will set clear timeline for claims settlement process and strive to settle claims within these prescribed timelines and in a transparent manner.</p>	<p>To set clear timeline for claims settlement process and strive to settle claims within these prescribed timelines and in a transparent manner by adopting the following procedures: -</p> <ol style="list-style-type: none"> <li>1. Customers will be informed of the estimated time taken for claims settlement process and expected service standard.  This information shall be made available through various channels (i.e. branches/brochures/call centers/social media/website).</li> <li>2. Customers shall be informed on the acknowledgment of their claim within Motor Claims - Within 3 working days from receipt of claims notification.  Non-Motor Claims - Within 7 working days from receipt of claims notification.</li> <li>3. All claims notifications through agents must reach the Financial Service Provider (FSP) within 3 working days, except for crime related claims which should be notified within 24 hours from time of loss.</li> <li>4. If documentation/information is incomplete, customers shall be informed within 7 working days from acknowledgement of the claim by the Claims Department.</li> <li>5. To state key claims procedures and assign timelines to it, i.e. appointment of adjuster, claims assessment, etc.</li> <li>6. Customers will be updated on the progress (if an investigation is still ongoing) within 21 working days from the date of the first claim notification and at regular intervals thereafter until the matter is resolved.</li> <li>7. In the event of a catastrophe / disaster, e.g. large number of claims may be received, as such meeting timelines stipulated may not be possible, the Financial Service Provider (FSP) will strive to update every 21 working days on the progress.</li> </ol> <p><i>Note: Claims settlement and timeline for general insurance business is governed by Bank Negara Malaysia's on Claims Settlement Practices and general Financial Service Provider (FSP) shall operate accordingly.</i></p>
<p>4.2 We will inform customer of the next level of escalation if the claims settlement / rejection is not to his/her satisfaction</p>	<p>To keep the customer informed of the next level of escalation if the claims settlement /repudiation is not to his/her satisfaction.</p> <ol style="list-style-type: none"> <li>1. Customers shall be provided with available channels to appeal on a decision / raise disputes (i.e. branch / brochures / call center / website).</li> <li>2. Any letter of rejection/repudiation of any element of a claim and dispute on quantum which is within the purview of the Financial Markets Ombudsman Scheme must contain the following statement prominently:  "Any person who is not satisfied with the decision of the Insurer Operator, should refer to the procedure for appeal as stated in the leaflet issued by the Financial Markets Ombudsman Scheme, entitled: ..... <p>(Note: for the policy owners who made a claim/report)."</p> </li> </ol>

If we are unable to resolve your concerns to your satisfaction, you may lodge your dispute to the Financial Markets Ombudsman Service (FMOS), within 6 months from the date of our final decision at the following address:

**Financial Markets Ombudsman Service (Reg. No. 200401025885)**

(Formerly known as Ombudsman for Financial Services)

Level 14, Menara Takaful Malaysia,  
No.4, Jalan Sultan Sulaiman,  
50000 Kuala Lumpur.

Tel : +603-2272 2811

Website: <https://www.fmos.org.my>

Or

If your complaint does not fall within the purview of the FMOS or for claims amount above RM250,000, you may refer your complaint to the Laman Informasi Nasihat dan Khidmat (LINK) of Bank Negara Malaysia (BNM) at the following address:

**Bank Negara Malaysia**

BNMLINK (Laman Informasi Nasihat dan Khidmat)

4th Floor, Podium Bangunan AICB

No.10, Jalan Dato' Onn

50480 Kuala Lumpur

Tel : 1-300-88-5465

Fax : +603-2174 1515

Live Chat: <https://www.bnm.gov.my/livechat>

eLINK: <https://bnmlink.bnm.gov.my>

Website: <https://www.bnm.gov.my>