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PRESS RELEASE

Generali Vietnam – Excellent Brand 2017 – Success comes from differentiation

Ho Chi Minh City, 24 December 2017 – Generali Vietnam Life Insurance - a member of Generali Group - an independent, Italian Group, has officially presented “Excellent Brand” award by Vietnam Economic Development & Science Union (VEDSU). Generali Vietnam is honored to receive this award in recognition of the company’s remarkable business performance and its continuous innovative improvement in customer service that has differentiated Generali’s brand in the market.

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The brand communication survey is conducted annually by Vietnam Economic Development & Science Union (VEDSU) to recognize the corporate brands who had positively contributed to customer experience through enhancement of customer service and products.

This award was given to Generali Vietnam for the result of strong and consistent sales performance in the last two consecutive years of 2016-2017, innovation in delivering suitable protection products and the high standards of service quality during over 6-year operation in Vietnam. Generali’s product portfolio including VITA – Sức khỏe Vàng; [VITA - Bảo An Toàn Diện](#) and [VITA – Sống Tự Tin](#), etc. are outstanding in the market in term of simpler and transparent policy wording and reasonable cost to meet the diversified demand of Vietnamese people. In addition, Generali Vietnam is pioneering to launch modern NPS program that helps to listen our customers better for improvement in order to increase our brand love from customers.

Ms. Tina Nguyen – Chief Executive Officer of Generali Vietnam remarked: “Generali proud to be one of the most famous and oldest group in the world with a strong international presence. Generali brand in Vietnam has been built from not only marketing activities, but mainly all business activities including recruitment, human resource development, product development and service improvement. Generali Vietnam has nearly 18,000 “brand ambassadors” who are our employees and financial advisors, together providing insurance service to over 160,000 customers nationwide. Customer satisfaction is stronger our brand and our sustainable development. Hence,



Generali always puts “Simpler, Smarter and Customer centric” on every our business activities. This is our way to differentiate our brand in the market.”

GENERALI VIETNAM

Generali Vietnam is a member of Generali Group - an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world’s leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016. With over 74,000 employees in the world, and 55 million clients, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2017 Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

After six years of operations, Generali Vietnam currently has approximately 160,000 clients including individuals and insured members of domestic and foreign businesses in Vietnam. Generali Vietnam is also one of the fastest growing companies in Vietnam’s life insurance sector in terms of revenue, and within the entire Generali Group in 2015 and 2016. To keep up that momentum and enlarge our scale in Vietnam, Generali Vietnam has recently increased its chartered capital to VND 2,852.6 billion and is now among the companies with the highest chartered capital in the life insurance market.