



FOR IMMEDIATE RELEASE

**AIA COMMENDS CHIEF outLOUD ERNIE CHEN**

**Kuala Lumpur:-** It's very gratifying indeed when a client responds favorably to a job well done – and AIA (M) Berhad does this with style and finesse. Today, July 21st Ernie Chen & Team received a thank you bouquet and note from Norida Hamid Vice President Human Resource AIA (M) Berhad.

A workshop titled Creating the AIA Branded Customer Service Culture was recently conducted on July 17th 2008 at the KL Convention Centre. Specially designed for the AIA Leadership Team, this session was developed to align with the AIA “YES” campaign and “Bosses in Action” plan.

The program which was attended by more than 50 Top Management Leaders in AIA equipped these leaders with skills to enhance their relationships with everyone, and to emphasize that there must always be show business in all that AIA engages. The attendees among whom included AIA CEO, Mr Khor were very responsive and in every way, dream clients.

The AIA Leadership Team went through various exercises and activities resulting in valuable insights on the customer and how to best create a service culture of commitment in AIA. What makes the gift even more meaningful is how evident it is that AIA (M) Berhad is living the message of consistent and continuous customer relations and by letting us know how much good service is appreciated.