



安盛保險

# 安盛保險 月刊第五期

AXA INSURANCE  
NEWSLETTER EDITION 5



## 盛放

# A MESSAGE FROM THE CEO CEO 寄语

## Dear Colleagues,

Happy Labor Day! Let me take this opportunity to say that I am immensely grateful to see and feel the spirit at AXA right now. There is real drive and passion across the teams and I feel proud to have the opportunity to work with you all. I hope to cross paths with all whom I haven't met yet and to discover new ways in which AXA may be supporting your personal growth.

One of the striking aspects of my onboarding at AXA was getting to know the four core values that guide AXA's global business: Customer First, Integrity, Courage, and One AXA. They are guiding principles to help us make the right decisions, and I think that they are incredibly important for us here in China. Not only do they help guide the way we think about the industry we are in, but also how we can strive to ensure we put these values at the core of what we do in our work life.

One AXA means that we all work together towards the same goal: empowering ourselves and our customers to live a better life. I can see that this is something of a trend in the AXA teams I've worked with. This is a steady shift from the traditional insurance concept of being a "Payer" of claims to being a "Partner" to our customers. It means we work for a common interest, not individual goals.

One AXA helps us focus on the bold actions we can take together, as a team, to be creative and think outside the box when it comes to merging global expertise with local network and talent. The evidence comes across when you see innovative products like International Cancer Therapy and our strategic partnerships AXA has forged in China with Tencent Trusted Doctors. One AXA encourages us to collaborate and combine our resources from health, claims, underwriting, and customer division – so that we can respond to our customers' needs in an ever-changing and fast-evolving market here in China.

## 各位亲爱的同事你们好,

首先祝大家五一劳动节快乐!感谢大家在这段时间的付出,从你们身上我充分体会到了安盛精神。看到各位都充满干劲,我感到非常荣幸能够与大家共事。未来,希望能认识和接触更多同事,并了解安盛可以如何支持你们的个人成长。

加入安盛后,我感受最深的一点是我们全球业务的四大核心企业价值观——“客户优先,正直领导,勇敢决策,团结一致”。这些价值观能够帮助我们做出正确决策,我相信这也是在中国市场非常重要的指导方针,引导我们积极思考身处的行业,并将之融合成为我们工作的核心价值。

“团结一致”意味着我们为了让自己和客户过上更好的生活——这一共同的目标而努力。在跟大家的合作中我对这一趋势也深信不疑,尤其体现在我们逐渐从传统保单“赔付者”转型为客户“陪伴者”的过程中,不是为了一己私利,而是为了我们的共同目标。

“团结一致”鼓励我们合作创新、保持专注,在将全球各地市场的成熟经验与本地优秀人才结合时不拘一格,在我们的创新产品如全球癌症医疗险,以及与企鹅杏仁的战略合作中都可见一斑。“团结一致”的价值观推动我们同心协力,对健康、理赔、承保和客户服务方面的优势进行整合,让我们在瞬息万变的中国市场把握时机服务客户。

We are on the right path to becoming a leading health insurance provider in China following the launch of International Cancer Therapy product in January. We also have more coming in the next month such as a high-end health insurance leveraging our medical resources worldwide. Our focus must be on working all together to ensure these products successfully reach their audience.

One AXA is also clearly visible during times of crisis and there is a new solidarity between us that has emerged because of the COVID-19 situation. We've worked together through the difficulties with everyone's patience and resilience as well as support from the Group, and now I'm thrilled to see our Wuhan Contact Center was finally reopened after 87 days' quarantine. As one team, we must keep going and support our colleagues in other parts of the world as well as the communities in which we work. One AXA encourages more action through social responsibility and enables us to share what we have learned, our expertise and support to vulnerable communities as well as our colleagues around the globe.

One AXA also entails our commitment and shared efforts in protecting the environment as part of an environmentally responsible Group. By seizing all simplest tools and actions, we gave our pledge to give up single use plastics in workplace starting from the Earth Day, and will issue a number of initiatives to build a greener AXA community to help save the earth.

It is my sincere hope that the core values can help us to go further and support us in making a difference that can be achieved by working together as one team.

Best Regards

**Yamin Zhu**

在今年一月推出全球癌症医疗险后，我们继续向成为中国领先的健康保险公司前进。接下来，我们还将推出更多的创新型健康保险，为中国客户解锁更多海内外优质医疗资源，并合作推进这些产品成功面市。

危急时刻，“团结一致”愈显重要。新冠疫情期间我们灵活应变，坚守岗位，共担风雨；武汉在线中心在经历了87天的隔离期后也终于重新开放了，这是非常令人振奋的消息！作为安盛大家庭的一员，我们也将继续为全球各地的同事以及需要帮助的群体提供支持。希望我们齐心协力，承担社会责任，积极行动，运用我们的经验和专长扶危救困。

作为一家肩负环境社会责任的企业，“团结一致”的价值观也意味着在保护环境时敢于承诺勇于行动。正如世界地球日许下的承诺，我们将尽己所能，逐渐在职场杜绝使用一次性塑料制品，并将发起一系列环保倡议，希望通过我们共同的努力，让安盛更环保，地球更美好！

衷心希望安盛的企业价值观能帮助大家向前一步，支持你与我共同努力，成就改变。

顺颂安祺

**朱亚明**

## AXA Tianping's Management Committee Members Held Online Meeting with AXA CEO Thomas Buberl

On April 17th, AXA Tianping's Management Committee members held an online meeting with AXA CEO Thomas Buberl and AXA Asia CEO Gordon Watson which generated several takeaways from the discussion on COVID-19 response and the progress AXA has made in China.

The meeting began with Thomas commending AXA Tianping's agile and organised response to COVID-19 when the outbreak was first identified in China. He also expressed his gratitude for AXA Tianping's support to the Group through its sourcing and purchasing two million medical masks to aid frontline medical workers in France, as well as offering encouragement in videos.

Three strategic topics were discussed during the meeting: Health strategies, rebranding and commercial line progress. Thomas concurred with the strategy on health as a jumping-off point to reach the mass market in China through our global resources. He also applauded the progress the company has made through the many commercial lines of the business and pledged his on-going support.

Thomas added that he was amazed to see how quickly AXA is making progress in China and how pleased he is that the team is well on the track towards realising our 2023 Strategy.

## 安盛天平连线集团

4月17日, 安盛天平管理委员会与安盛集团首席执行官Thomas Buberl和安盛集团亚洲区首席执行官Gordon Watson互相连线, 开展了线上会议。会议主要讨论了我们在新冠疫情下的积极应对措施以及安盛在中国取得的进展。

Thomas首先称赞了安盛天平在中国最初出现疫情时采取了迅速有序的应对措施, 并感谢我们帮忙采购200万个医用口罩支援法国一线医务人员, 以及通过录制暖心视频给予全球同事们鼓励。

此次会议讨论了三个战略议题: 健康险战略、品牌重塑以及商业险业务成就。Thomas充分赞同将健康险作为切入口并利用安盛全球资源服务广大中国客户。同时, 他也对公司在诸多业务领域取得的进展表示赞赏, 并承诺集团今后将一如既往大力支持中国区的发展。

同时Thomas非常认可安盛能够快速在中国取得不俗的成绩, 并向着安盛2023战略目标稳步前进。

## Xavier Veyry shares views on digital healthcare in China on a live webinar

AXA China CEO and AXA Tianping Chairman Xavier Veyry joined a live webinar on the topic of “Post-Covid-19 China: Digital Healthcare on Steroids” hosted by China Connect. Together with leaders in China’s health tech space - Tencent Trusted Doctor’s President Mr. Martin Shen and The Care Voice, StartupCare Co-founder and CEO Sebastien Gaudin, Xavier and the two other guests discussed how China is paving the way for technologically advanced, personalized health and medical solutions. These advances will play a major role in how AXA shapes its health protection solutions along the continuum of care as more digital and convenient health channels are adopted by consumers.

The webinar presented a great opportunity for AXA to reiterate our commitment in bringing integrated and innovative health solutions to customers in China and to a broader audience around the globe.

Takeaways from Xavier:

- For us, the coronavirus epidemic is clearly a turning point in becoming fully digital, not only in developing convenient channels for customers, but also enabling the entire insurance value chain to the back end, including underwriting and claims management.
- We need to orchestrate all the elements around prevention, cure, protection and post treatments that are necessary for potential patients, and this orchestration of our curated services is definitely the next element we need to work on. This is the purpose of our “payer to partner” strategy, which is a worldwide strategy which we started to develop for AXA three years ago.

## 中国数字医疗线上谈 – 来自卫泽韦董事长的分享

安盛集团中国首席执行官兼安盛天平董事长 Xavier Veyry 卫泽韦先生日前参加了由联结东方主办的线上研讨会，主题为“疫情后的中国：数字医疗发力时刻”。Xavier 与企鹅杏仁集团总裁沈扬和康语与菁晨联合创始人兼首席执行官高赛两位中国医疗健康科技领军人物一起，讨论了先进科技及个性化健康和医疗解决方案在中国的发展之路。随着越来越多的消费者开始选择更便捷的线上医疗健康工具，相信这些前端的发展能够帮助安盛逐渐完善我们的健康产品和服务。

通过此次线上谈，Xavier 重申了我们深耕中国市场、致力为客户提供更全面更创新健康解决方案的决心和目标。

以下是Xavier的部分发言重点：

- 对我们来说，新冠疫情无疑是个实现全面数字化的转折点。全面数字化意味着，在前端，为客户开发更加便捷的线上服务通道；在后端实现包括承保、理赔管理等在内的产业链数字化。
- 我们将为客户提供从预防到后续治疗的一站式解决方案，这是我们接下来的工作，也将推动我们继续践行安盛于三年前就制定下的由“赔付者”转型为“陪伴者”的全球战略目标。

## Standard branding elements released on Brandhub for your presentations

At AXA, we rally around shared values ‘One AXA - Customer First – Integrity – Courage’. These principles are what differentiate us as a firm and how we are recognized. They are reflected in our visual identity, and when we use the brand and the colors of AXA we send a message to others and to ourselves that we belong to this community and share its values. That is why it is important to be consistent and disciplined in our use of the company’s templates, brand and styles.

Thanks to our Branding team, a set of company’s templates and materials are available on Brandhub. Please remember to use the template when you or your team needs to make presentations.

Please visit the link below for demonstration and downloading templates:

[https://apps.axatp.com/brandCenterfront/template/materialLibrary/AXA\\_Brand\\_Hub.html](https://apps.axatp.com/brandCenterfront/template/materialLibrary/AXA_Brand_Hub.html)

## 品牌素材中心上线统一模板与素材

在安盛，我们拥有共同的企业价值观——“团结一致，客户优先，正直领导，勇敢决策”。独特的理念令我们与众不同，也充分体现在我们的企业视觉形象中。每当我们在内外部沟通中使用品牌元素时，我们也在清晰传递安盛的企业价值观。因此，保持品牌形象一致、规范使用公司模板和品牌元素与系统也变得至关重要。

品牌素材中心现已上线一系列全新标准模板与素材，期待大家在今后内外部沟通中能够使用公司统一模板，保持一致的品牌形象，进一步传递安盛企业价值观！

点击以下链接即可登入品牌素材中心下载你需要的素材：

[https://apps.axatp.com/brandCenterfront/template/materialLibrary/AXA\\_Brand\\_Hub.html](https://apps.axatp.com/brandCenterfront/template/materialLibrary/AXA_Brand_Hub.html)



## Templates on Brandhub 品牌素材中心模板

## Internal consulting service channel for employees is now open!

An exclusive internal consulting channel for employees has been set up to provide timely business consulting services such as products, sales and claims for all our frontline staff so to help their customer services. The channel was rolled out by the Customer Service department and the Contact Center by uniting every business line of the headquarters: motor, non-motor (retail), commercial and health.

The consulting channel provides access for employees to further understand our products and business, when we pivot to a more customer-centric and diversified business model that works to bring all products to as many customers in the best way. Great thanks to the Customer Service team and Call Center, as well as all the business lines!

The channel is open now, and all are welcome to use it and find out more.

The channel comprises three options: the Enquiry function on the E-Learning website [elearning.ax-atp.com](http://elearning.ax-atp.com), a 24hour hotline via dialing 95550-8 and chat box on AXA Tianping's official WeChat account by typing "Internal Employee".

## 内部员工业务咨询服务通道开通啦

客户服务部及电服中心联合总公司各业务条线(车险、非车零售、商业险、健康险),为前线员工搭建了一条线上线下相结合的专属咨询通道,以及及时提供各险种产品、销售、理赔等方面的业务问题咨询服务,帮助他们更好地服务客户。服务通道已正式开通,欢迎各位前线同事咨询!

目前已经开通上线的咨询服务有三种方式:一,员工可登录安盛乐学园,进入“问道”功能,点击“我要提问”,录入问题后选择对应话题提交即可,专家们将为您答疑解惑(类似百度知道功能);二,拨打95550电话专属“8”号键(属于您的内部员工隐藏按键)24小时热线服务,电服中心客服人员将有问必答(疑难问题将反馈对应部门稍后回复);三,通过微信公众号“安盛天平保险”对话框输入“内部员工”四个字与在线网络客服连线,为您提供在线咨询服务(业务受理时间:08:30—21:30)。

该员工专属咨询通道为同事们提供了深入了解公司产品和业务的平台,以全面支持公司转型为以客户为中心、业务发展更加多元化的保险公司。衷心感谢客户服务部及电服中心以及各条业务线的努力!

## Premium increase in retail telemarketing kick starts Q1 results

We started this year with full momentum and growth in our retail and health business.

The premium of retail telemarketing in Personal Accident Insurance and Health Insurance reached RMB 29.1 million in Q1, a 75% increase year on year.

Since the launch of the new PA product for drivers on January 1st, the average premium per policy of cross-selling jumped from 280 RMB in December 2019 to 320 RMB at the end of March 2020.

Our business is thriving and our customers are being supported despite the pandemic. We could not achieve this milestone without the efforts of every one from call centers, branches, IT, customer service and other departments! Thank you to all!



Product Training  
非车分享会

## 2020年零售电销一季度开门红

零售电销一季度财务剔税保费2910万(意外+健康),较去年同期增长75%。

1月1日驾乘意外新产品“乐行天下”上线后,车险叠加意外险的件均保费由19年12月的280元已提升至3月底320元。

疫情当前,业务发展的脚步依旧保持向前!所有的成绩都离不开电销中心、机构、IT、客服等各部门领导和同事们的努力和付出! 诚挚感谢所有领导和小伙伴们!!



Individual TSR Team  
非车专打坐席

**Retail released optimized personal accident product to better protect senior customers**

**零售业务部重磅推出针对老年客户的“夕阳红”个人意外伤害险**

**AXA 安盛保险**

**时光正好  
有我相伴**

2020版  
**夕阳红个人意外伤害保险**

- 无社保用药限制
- 医疗100%赔付
- 0免赔
- 无风险场所限制

50-85周岁可投  
**219元/年起**

扫码立享优惠  
更多惊喜等你发现

An enhanced and comprehensive package for the elderly is now available to provide coverage for customers aged from 50 to 85 to meet insurance market needs. The product is zero-deductible and not limited to social insurance drugs.

Our “Customer First” value of putting customers’ evolving needs at heart of our business is further demonstrated in this new product. Moving forward, a series of comprehensive coverage and protection solutions for every aspect of life will be rolled out to support and empower our customers in China to live a better and healthier life.

为更好地满足市场上对于意外险产品的需求, 进一步丰富我司意外险产品的种类, 零售业务部于4月份重磅推出针对50-85周岁中老年用户的的意外险产品—夕阳红个人意外伤害险。该产品0免赔且不限社保用药, 高龄老人也可投保。

该产品的推出进一步彰显了我司以客户为中心的宗旨。今后我们将继续推出更多覆盖人们生活方方面面的产品, 让我们从一个保单“赔付者”转型为客户“陪伴者”。

## Chengdu Contact Center: First round of platform update completed

## 成都电销中心首批坐席完成平台切换



One CC Project launching conference  
统一联络平台项目启动大会合影

Chengdu Contact Center began the first round of TSR platform update at 9am on April 9th, from Avaya Hybrid Cloud 1.0 to 2.0. The upgrade was done successfully with the efforts of Chengdu Contact Center sales team, Direct Sale HQs, IT team, partners and the project team. Despite some remaining issues the project team is still dealing with now, the new system gained positive feedbacks from the CDCC pilot TSRs. At present, the system has been preliminarily stabilized. The update for all TSRs in Chengdu Contact Center is planned to be completed on May 8th.

Thank you for all the colleagues at CDCC to make this update completed!

2020年4月9日上午9点,成都中心开始了第一批18名坐席从Avaya混合云一代到混合云二代平台的切换。通过成都中心直销团队和直销总部、IT团队、合作伙伴以及项目组加班加点的配合工作,目前已经顺利完成了此次平台切换工作。针对上线过程中还遗留的一些问题,中心的试点坐席在积极反馈,项目组也在同步解决,目前系统已初步趋于稳定。成都中心计划在5月8日完成中心所有坐席的系统切换。

感谢各位成都中心同事的辛苦付出得以让首批坐席完成平台切换!

## Detailed project timeline:

- Preparations began in September, 2019.
- At 3PM on Oct. 15th, 2019, the One Contact Center Project launching conference was held in Chengdu Contact Center to provide the output of the project in the business process and business requirements, and help the project better fit the scenarios of the business.
- Since March 2nd, 2020, the project team partners of CDCC have been working remotely from home to test the system function of UAT environment, discover problems in advance and follow up to solve them, so as to avoid affecting the use of the TSRs in the later stage.
- On April 7th, 2020, Chengdu Contact Center completed the training for the first batch of 18 pilot TSRs before the launch.
- At noon on April 9th, 2020, the Chengdu Contact Center participated in the pilot. They logged into the pre-production system, switched to the new platform and dialled in. At 4pm, the platform switching was successfully completed.
- Another 2 rounds of update, involving 200 switchover each, are scheduled on April 23rd and 28th, 2020.
- The switchover for all TSRs in Chengdu Contact Center is expected to be completed on May 8th, 2020.



Photo for CDCC team  
成都中心项目相关团队合影

## 成都电销中心配合项目进展时间轴

- 2019年9月, 项目启动前筹备。
- 2019年10月15日下午3点, 在成都中心举行统一联络中心项目启动大会, 给予项目在业务流程和业务需求的输出, 帮助项目更好的贴合业务实际使用场景。
- 2020年3月2日开始, 成都中心的项目组伙伴在家远程办公进行UAT环境的系统功能测试, 提前发现问题并跟进解决, 避免影响后期坐席上线的使用。
- 2020年4月7日, 成都中心完成首批试点的18个坐席上线前的培训。
- 2020年4月9日中午, 成都中心参与试点坐席登录预生产系统, 切换到新平台拨打电话。下午4点已经顺利完成了此次平台切换工作。
- 2020年4月23、28日计划再各完成200名坐席的切换。
- 2020年5月8日计划完成成都中心所有坐席的系统切换。



The pilot TSRs are using the 2.0 platform  
试点坐席正在使用新系统

## Wuhan Contact Center: We Are Back!

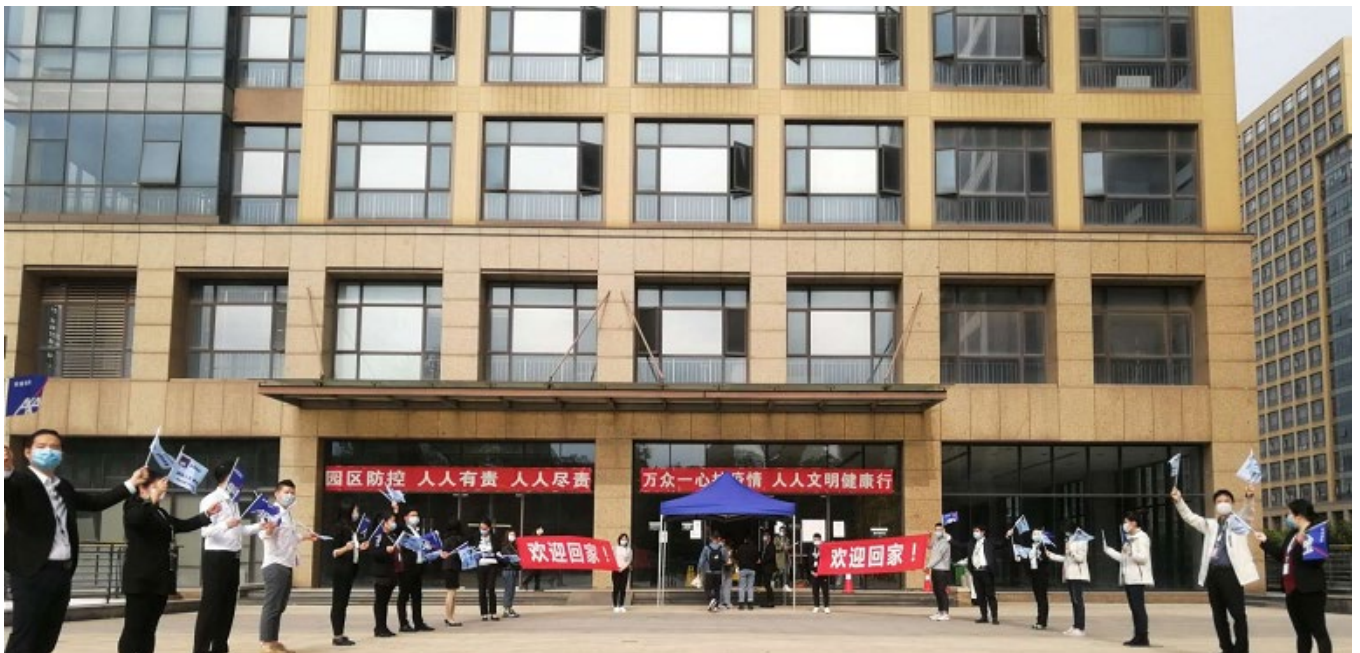
April 17<sup>th</sup> marks a new start for Wuhan Call Center (WHCC). After 87 days of quarantine, WHCC has finally welcomed 224 staff to return to the office. To celebrate, the building was decorated with inspiring banners.

Managerial staff, led by Mr. Lu Yi and Ms. Chen Weizhen, lined up and waved with lovely blue AXA flags to give TSR a warm welcome. This made the first day of resumption at office as heart-warming as during the Spring Festival. Not even masks could cover up everyone's joy, happiness and being able to get back to normal life!

## 武汉在线中心：特别的爱，给特别的我们！今天，我们回来啦！

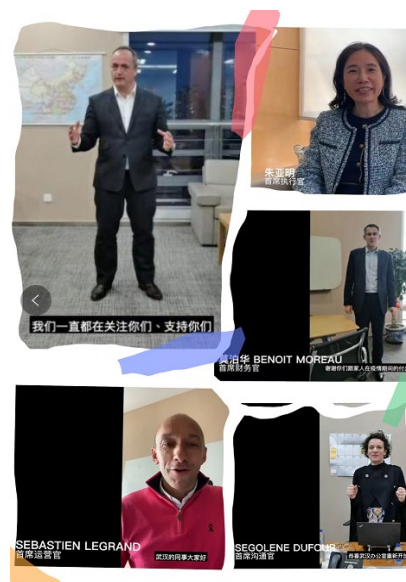
2020年春节已经过去了快三个月，但今天，位于光谷软件园F6栋的安盛保险武汉在线中心，却比过年还热闹！因为就在今天，2020年4月17日，历经87天的隔离期后，我们第一批224位员工返回职场复工了！

一大早远远的就看到陆总和陈总带领中心所有的管理人员举着印有公司LOGO的小蓝旗，拉着印有“欢迎回家”的横幅分列公司大门两侧，夹道欢迎陆续赶来上班的小伙伴们，虽然每个人都带着口罩，却可以从眉眼中感受到大家欢迎的热情和被欢迎的欣喜。



After scanning a health code to enter the building, everyone was surprised to find a welcome video recorded by Chairman Mr. Xavier Veyry, CEO Ms. Yamin Zhu, Executive Vice-President Mr. Moreau Benoit, Head of Operations Mr. Sebastien Legrand, Chief Communications Officer Ms. Segolene Dufour and other colleagues from varied departments of HQ. Their inspiring messages welcome all of us as WHCC staff reunited as one AXA family. The WHCC has finally come back online to full force!

通过“绿码”验证合格后进入大楼后,大家惊喜地看到董事长Xavier Veyry先生、CEO朱亚明女士、执行副总裁Benoit先生、首席运营官Sebastien先生和首席沟通官Segolene女士等多位总部领导与同事们为欢迎武汉中心伙伴们复工而录制的VCR! 款款深情,句句动心,切切实实让我们感受到:特别的爱给特别的我们!我们终于回来了!



点击即可跳转播放视频  
Click to jump to play video

More surprises awaited our colleagues in the office. Carefully prepared gifts such as the “belated” Hong-bao (red envelope), candies and even lottery tickets were given out, offering best wishes for the WHCC. Having received our gifts, we quickly got back to work.

进入现场后,还有更多的惊喜等着他们:不光有“迟来”的开工利是红包和喜庆糖果,武汉中心还为每人准备了一张“刮刮乐”,这些精心准备的礼物预示着我们业务红红火火、大家心情甜甜蜜蜜,还有美好的愿望:机遇与运气无处不在!一番热闹过后,小伙伴们很快就进入工作状态,开始了新的忙碌。



This is a new beginning for WHCC. In a year of opportunities and challenges, we will work harder, rise to the challenge and strive for better performance in 2020.

今天,对于我们而言,是2020年的新开端,我们会更加珍惜和努力,把之前损失的时间加油补回来。让我们不负韶华,只争朝夕!共同创造一个美好的2020!

## **Qingdao Branch: Operation Management Department rolled out April “Reading Month”**

In April, the Qingdao branch initiated a “reading month”, to coincide with “World Reading Day” on April 23. With the goal to enhance the all-round knowledge of our staff, and develop a good reading habit, the operation management department of Qingdao branch enacted this idea.

Answering an appeal for donated books, our colleagues gave books including insurance manuals, medical texts, legal and regulations. Other professional books included management skills and communications. Broadening our horizons away from work-based literature, there were fictions, biographies, essays and so on. All interests and hobbies are encouraged! People across the team have been making full use of their spare time to read and study. At the same time, a monthly meeting to share our thoughts on reading will be held to exchange experiences and views, while the most active readers were selected and awarded prizes. The goal of the initiative is to develop the habit of reading, reading depth into life and work, so that "reading month" is no longer a simple activity, but becomes part of normal life.

Books are the ladder of human progress. Let us read as a way of life and part of our daily routine, learn to stop and think in this rapidly changing society. We can teach ourselves calmly face all kinds of challenges and opportunities to succeed. Summer has come, let us all put down the phone, pick up the book, and live in the moment.

## **青岛分公司运营管理部积极开展读书月活动**

人间四月天,最美“悦”读时,在“4•23”世界读书日,为增强员工的综合素质,养成良好的阅读习惯,青岛分公司运营管理部积极开展读书月活动。

首先号召同事积极捐赠书籍,募集到的书籍包括查勘定损、医疗评估、法律法规等专业书籍,还包括微课制作、管理学技巧、沟通艺术等其他可以拓宽视野的书籍,另外有一些个人喜欢阅读的小说、传记、杂文等等,让读书角已初具规模。大家充分利用工作闲暇时间阅读和学习。同时每月举行读书分享会,互相交流读书心得,评选出最优读者,予以嘉奖。并倡议大家要把阅读培养成一种习惯,把阅读深度融入生活与工作之中,让“读书月”不再是简单的活动,而是一种生活常态。

书籍是人类进步的阶梯,让我们把读书当成一种生活方式和生活需要,从中学会思考,在这个瞬息万变的社会中,从容面对各种挑战和机遇,收获成功。时值初夏,让我们放下手机,拿起图书,不负韶华。

# EMPLOYEE SPOTLIGHT 员工风采

**This month, we talked to Sun Boyuan, an employee seconded to the CEO Office from the Shandong Branch, who shares his thoughts on how every employee feels being “One AXA”.**

**四月，我们采访了由山东分公司派驻至总部CEO办公室的同事——孙伯元，听他讲一讲员工如何看待“团结一致”这一安盛价值观。**

**Hi Boyuan, could you briefly introduce yourself?**

Hello everyone, my name is Sun Boyuan. I have been with AXA Tianping for four years. During my spare time, I like to play board games, video games. I am also a fan of electronics and fresh and innovative things I would consider myself a bit “nerdy”!

**How “nerdy” are you?**

A: I can easily stay home for 50 days without a problem!

**Wow, thank you for your contribution to national health! May I ask what did you do at Shandong branch? What brought you to Shanghai?**

I was doing frontline financial work at Shandong Branch, such as documentation, managing assets in office, and tax administration. In 2019, the company initiated the "non-motor strategic transformation" plan. As a graduate of marketing management, I have always had a strong interest in marketing, and particularly wish to



**我们先来简单介绍一下自己好吗？**

大家好，我叫孙伯元，加入公司四年之久，是山东分公司普通岗位上的一名普通职员。平时喜欢桌游，打游戏，是数码控，喜欢新鲜的东西。自认为比较宅。

**能宅到什么程度？**

疫情50天不出门轻轻松！

**哇，感谢你为国家卫生安全做贡献！（笑）请问之前在山东分公司，你具体做什么内容的工作？又是什么机缘来到上海？**

我之前在山东分公司一直从事一线财务工作，如：单证管理，资产管理和税务管理。2019年，公司开启“非车战略转型”计划，本科为市场管理专业出身的我，一来我一直对市场这块持有浓厚兴趣，二来我也特别希望能够为公司转型贡献自己的力量，于是从财务岗转到了销售管理岗，也算是顺理成章吧。

contribute to the company's transformation. Therefore, it all made sense for me to switch from a finance post to a sales management post.

Currently, I am serving a short-term project from March at the Shanghai headquarter. One of the most important goals of this project is to make sure the company's non-motor business is deployed at branch level. It has received strong support from the General Manager of Shandong Branch Mr. Bi and the CEO Office at the headquarters. As the first batch of staff for the project, I feel immensely glad and honored.

I hope to serve as a bridge between the headquarters and branches, and provide useful insight from the branch level on the transformation.

### **Can you share your thoughts on the current project?**

Previously, I have worked on project implementation at branch level. When I came to the headquarters, I realized that the headquarters take a more holistic approach in comparison with the detail-oriented execution on branch level. This is something I haven't been exposed at the branch. This is where I understand the importance of communication between the HQ and branches in implementing the massive plan.

Specifically, I found that each business department has its own profession and authority in areas such as product design. When it comes to choosing systematic tools to issue and manage policies, and to localize functional modules, branches know themselves best. I'm confident that through constant collaboration, we will create greater synergies in AXA.

Another example is how branding materials can be standardized for sales colleagues to promote products on WeChat and other social media channels. Branches can provide business details and suggestions on branding materials, and headquarters can guide and validate to avoid risks. Through the collaboration between branches and the headquarters, I believe we can help further raise our brand awareness and reputation.

目前,我在上海总部服务一个从3月开始的短期项目,这个项目最重要的职能之一就是帮助公司的非车业务在机构落地。该项目得到了山东分公司毕总和总部CEO办公室的大力支持,作为项目首批参选人,我感觉非常荣幸,也非常幸运。

我希望能够作为总部和机构的桥梁,从机构的视角为总部战略转型进行机构落地提供一些有参考价值的信息。

### **可以分享一下目前做项目的心得体会吗?**

此前,我在机构已经接触过项目落地的工作。这次来总部,更能体会到相对于机构讲究落实细节而言,总部更有全局概念,更讲求宏观把控。这一点是我之前在机构参与不到的。也正是为了更好地将总部描绘的宏伟蓝图在机构端一砖一瓦地实现,才更需要一个桥梁做衔接。

举个例子,我发现各业务部门在各自序列管理及产品设计上,专业且权威;但具体到需要什么样的系统工具进行出单、管理,以及各功能模块如何满足地域化差异,还是很依靠机构端的经验输入。这两点的有机结合需要不断摸索和磨合。再比如,销售渠道的朋友圈转发或自媒体宣传,既需要机构端提出具体的业务诉求、提供品牌素材的设计导向,也要通过总部的品牌规范才能规避风险。二者的配合才能让品牌宣传助力业务发展,同时提升知名度。

**You have been with the Shanghai headquarters for almost two months. What are the similarities and differences between Shanghai and Jinan in terms of work style?**

I have experienced a culture of open collaboration at the HQ. Departments work hand in hand, colleagues can fully express their wishes and talk to the management. At the same time, the HQ has a lot of ad-hoc work, for which I need to give quick responses and effective handling. Working with CEO Office really motivates me to grow, helping me to broaden my horizons and cultivating a more comprehensive perspective.

In comparison, the work at branch level is more planned and routine, which is more practical and closer to frontline operation.

**It has been four years since you joined the company. What are the obvious changes after it is fully owned by AXA Group?**

The company has definitely become more international and professional. I feel more like a member of the AXA family with its embedded corporate culture.

For example, after the rebranding last year, the company made a new badge for each employee, which is more standardized in design and in line with the group standards. My colleagues all like saying that even the badge color is Tiffany Blue! Of course, these are small details, but it is exactly these details that show we are proud of being a member of the AXA Group.

**来上海总部快两个月了, 觉得工作风格上, 上海和济南有何异同?**

我在总部感受到了一种开放协作, 部门配合, 员工可以充分表达自己意愿, 能够与领导对话的文化; 同时, 总部临时性的工作也比较多, 需要快速响应, 高效处理。尤其在CEO办公室这样的部门, 能够极大地开拓视野, 站在管理者的角度思考问题, 对个人的快速成长也是大有裨益。

在机构的工作则有比较强的规律性和周期性, 偏重实践, 也更贴近一线。

**来公司已四年, 对于变成全安盛之后, 你能感受到什么明显的变化?**

我感觉公司变得更加国际化也更专业, 同时企业文化的深入人心, 让我更有归属感。

举个很小的例子: 公司在去年品牌升级以后, 给每位员工制作了全新工牌, 在设计上更加规范, 也与集团标准接轨, 我们同事私下都会评价说, 连工牌的颜色都是Tiffany蓝(笑), 当然这些都是小细节, 但是从细节里能体现出我们作为“全安盛”公司的一员而感到自豪。

**Finally, what do you expect for the company's future?**

First of all, as an ordinary employee, I truly believe that the company is going to be better and better. At the same time, as a firm "AXAer", I hope that the company can provide a long-term development platform and growth opportunities for every employee in the transformation. We will definitely share the solidarity efforts to help the company transform from "payer to partner" for customers!

**最后,能讲讲你对公司的未来有什么期待吗?**

首先我想说,作为一个普通员工,我坚信公司的未来一定是越来越好的。同时作为一个坚定的“AXAer”,我希望公司在转型的过程中,能够为每个员工提供长久的发展平台和成长机会,员工也定会与公司坚定同心,为公司从“赔付者”转型成客户的“合作伙伴”尽心效力!

---

## **Foot in Mouth: Editor apologizes for unfortunate typo**

The editorial team apologizes for the typo in the March edition on Kevin Zhou's English title, which should be Chief Health Officer.

# GO GREEN PLEDGE: “塑战速决”你可以吗？ YOU CAN BE THE INITIATOR!

**Dear readers:**

Thank you for staying with me till the very end. Either you just ordered food delivery on Meituan or Ele.me, or sip on a cup of takeaway coffee, or maybe you are dumping a single use bottle, please don't panic, this is not a punishment game for using plastics. Instead, I'm inviting all of you to brainstorm on reducing and refusing single-use plastics in our offices, to help build a green office, green AXA and green earth!

The best ideas will be circulated in the next newsletter and implemented in the office. It can be a loose change of ditching plastic tea bags or go-retro by switching to glass bottles, or putting on an AXA "Plastic-Free Day".

Please don't hesitate to share your good ideas with me and send to communications@axatp.com. The top ideas will be voted by all of you and practiced gradually. More details will be released soon. Stay tuned! I look forward to your participation!

**亲爱的读者：**

感谢你坚持读到了这里。此时此刻，或许你刚刚叫了外卖，或者正在喝着外带咖啡，或是喝完了瓶装水正准备扔瓶子。不用担心，你不会因为使用一次性塑料而受到惩罚。相反，我想邀请大家一起头脑风暴，出出主意，想想如何可以在办公室减少和杜绝使用一次性塑料，让我们的办公室更加环保，公司更有社会环境责任，从而令我们居住的地球家园更美好。

如果你有好的建议，请不要犹豫，可以直接发送至邮箱 [communications@axatp.com](mailto:communications@axatp.com)。这些建议将由大家一同评选，并于下期内刊公布，同时将陆续付诸实践。方式不限，比如逐渐减少使用茶包、尽量使用玻璃杯、陶瓷杯，或者开展安盛“塑战速决日”活动等等。后续将会向各位更新更多信息。请尽情发挥你的才能，期待各位的参与！



安盛保險