

GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD

ANNUAL COMMUNICATIONS SURVEY 2009

Objective:

The objective of the Annual Communications Survey is to gather feedbacks from Great Eastern's agency force on the effectiveness of the various communication channels within and outside the Company.

Scope:

The scope of this survey includes evaluation of:

a) Agency Communication in 2008

i.e. Agency portal, email, newsletters and other channels of sources of information that are available in the Company

b) Public Communication in 2008

i.e. Company website (for policyholder), media news coverage and announcements in press, TV and radio and other external sources of information.

Instruction:

There are 2 parts to this survey:

PART A - AGENCY COMMUNICATIONS

PART B - PUBLIC COMMUNICATIONS

Please complete all questions in both Part A and Part B

3 easy ways to submit your feedback:

1 Log on to ePartner and submit your survey online

2 Get a copy of the survey forms at Level 6, Reception Counters, complete it and submit to the Corporate Communications Department, Level 7, Menara Great Eastern (KL)

3 Fax to 03-4259 8798

If you are from the Branch, you may submit your forms to the respective Branch Admin Heads.

The first 1500 completed feedback will receive a token

Thank You For Your Feedback

For Office Use Only:	Token	Received Date	Received By

Part A: AGENCY COMMUNICATION

Aim: The aim of the agency communication is to ensure that all the field force are being kept informed on matters relevant to the agency matters

1 Agency Communication Channels

My source of information on the latest developments within the Company are from:-
(Please tick (/) where applicable)

- Agency Portal (www.ePartner.com.my)
- Velocity Newsletter
- IBDU Vision (Newsletter for Indian Agency Force)
- Financial Planning & You Newsletter
- Emails (sent by Head Office)
- SMS Service (sent by Head Office)
- Product Brochure

I Agency Portal - www.ePartner.com.my

Please give your comments on the statements below regarding the Agency Portal

Please circle where applicable

	Agree	Disagree
a There are sufficient information available in the agency portal		
b Information on the latest development or changes is updated in the Agency Portal in a timely manner.		
c The Agency Portal is easily accessible		
d Which section do you find the most useful in Agency Portal?		

- News & Updates (e-circulars / updates from other respective departments)
- DCMS Online Enquiry
- VME Online Enquiry
- SMS
- Commission Statements
- Important Message Board
- ICM (Mailbox)
- E-Submission
- Policy / Proposal / Claims Status Enquiry
- i-Smartsell
- Others. Please specify _____

e What new features / sections would you wish to see in the future ePartner?

II Velocity Newsletter

Please give your comments on the statements below regarding the Velocity newsletter

Please circle where applicable

a	I enjoy reading Velocity	Agree	Disagree
b	Velocity is a good source of information on latest development and activities within the Company	Agree	Disagree
c	I think Velocity provides useful and sufficient information	Agree	Disagree
d	I have a copy of Velocity	Agree	Disagree
e	How frequent should the Velocity newsletter be published?		

- Monthly
- Once every two months
- Quarterly

f Which section do you find the most interesting in Velocity?

- Events & Updates
- Cover Story
- Production
- Claims

g What new features / sections would you wish to see in future issues of Velocity?

III IBDU Vision (Only applicable to Indian agents)

Please give your comments on the statements below regarding the IBDU Vision newsletter

Please circle where applicable

a	I enjoy reading IBDU Vision	Agree	Disagree
b	IBDU Vision is a good source of information on latest development and activities within the Company	Agree	Disagree
c	I think IBDU Vision provides useful and sufficient information	Agree	Disagree
d	I have a copy of IBDU Vision	Agree	Disagree
e	How frequent should the newsletter be published?		

- Monthly
- Once every two months
- Quarterly

f Which section do you find most interesting in IBDU Vision?

- News & Updates
- Top Performers
- Monthly Top 10

- g What new features / section would you wish to see in the future issues of IBDU Vision?
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IV Financial Planning & You Newsletter

Please give your comments on the statements below regarding the Financial Planning & You newsletter

Please circle where applicable

- | | | | |
|---|--|-------|----------|
| a | I enjoy reading Financial Planning & You | Agree | Disagree |
| b | Financial Planning & You is a good source of information for me on the latest development, financial-related articles and activities within the Company. | Agree | Disagree |
| c | Financial Planning & You provides useful and sufficient information | Agree | Disagree |
| d | I purchased Financial Planning & You for | | |
| | <input type="checkbox"/> My own reading | | |
| | <input type="checkbox"/> To give out to my existing customers | | |
| | <input type="checkbox"/> To give out to my potential customers | | |
| e | Which section do you find the most interesting in Financial Planning & You? | | |
| | <input type="checkbox"/> Financial-related articles | | |
| | <input type="checkbox"/> Products | | |
| | <input type="checkbox"/> Company's Activities | | |
| | <input type="checkbox"/> Fund Performance Report | | |
| f | What new features/section would you wish to see in future issues of Financial Planning & You? | | |
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V Email

Please give your comments on the statements below regarding our communications via email

Please circle where applicable

- | | | | |
|---|--|-------|----------|
| a | The information has been communicated / replied promptly | Agree | Disagree |
| b | The information has been communicated is useful | Agree | Disagree |

VI SMS Service

Please give your comments on the statements below regarding our communications via email

Please circle where applicable

- | | | | |
|---|--|-------|----------|
| a | Are you registered to receive Great Eastern's SMS service | Agree | Disagree |
| b | Informations are being communicated promptly | Agree | Disagree |
| c | Information on the latest development or changes are being communicated in a timely manner | Agree | Disagree |

d	Do you think the news / update that has been communicated is useful?	Agree	Disagree
e	What kind of updates / news that you would like to receive in the future?		
f	The SMS alerts on SmartSell campaign are useful in reminding me to log into I-Smartsell for campaign information	Agree	Disagree

PART B: PUBLIC COMMUNICATION

Aim: The aim of the public communication is to foster good community relations and to enhance the profile of Great Eastern with a long-term aim of attracting the best business and field force.

I External Communication Channels

These are the external channels that I know of which feature the Company and its latest developments:

- a Company's website www.lifeisgreat.com.my
- b Great Eastern's Singapore website www.lifeisgreat.com.sg
- c Insurance related bodies and association eg.LIAM etc.
Press Releases, news on Great Eastern in newspapers, magazines & other media
- d
- e Others, please specify

Please circle where applicable	
Agree	Disagree
Agree	Disagree
Agree	Disagree
Agree	Disagree

II Company's Website

Please give your comments on the Company's website

- a There is sufficient information regarding the Company, its products/services and contact details
- b Latest development of the Company has been updated in a timely
- c You / your clients have access to the Company's website

Please circle where applicable	
Agree	Disagree
Agree	Disagree
Agree	Disagree

III Press Releases & News

Please give your comments on the news that you have read or been provided on the Company

- a It is informative and drives the correct messages to the public
- b Information is accurate and timely to the occasion or event
- c There is sufficient press coverage or news on the Company within
- d Articles or news is published to the correct media

Please circle where applicable	
Agree	Disagree
Agree	Disagree
Agree	Disagree
Agree	Disagree

Personal Details (Please tick accordingly)

1 Rank

GSM

USM

CA

Agent

2 Gender

Male

Female

3 Age category

less than 25 years

26 to 35 years

36 to 45 years

46 and above

4 Length of service in Great Eastern

Less than 1 year

1 to 5 years

6 to 10 years

11 to 20 years

More than 20 years

5 Email / Handphone (*optional*)

6 Agent No: (*Compulsory*)
