

Management Innovation

(In response to the challenging business environment, all company executives and staff are committed to “aggressively moving forward based on unity, innovation, and enthusiasm for the interests of our customers.”)

(Change & Challenge No. 1)

• “Change & Challenge No. 1” expresses the commitment of Dongbu Insurance to become the No. 1 insurer in the domestic non-life insurance sector. To this end, all company employees and sales representatives are doing their utmost to maximize the satisfaction of customers based on a progressive mindset. Moreover, management has identified “challenge goals” that will be satisfied to the fullest extent to assure our development into a dynamic growth-oriented company. To attain this paramount goal, all company executives and staff are committed to “aggressively moving forward based on unity, innovation, and enthusiasm for the interests of our customers.”

The insurance company that is No. 1 in customer satisfaction

