



貳、總經理的話

II . President's Prologue

中華郵政公司經過多年審慎的規劃與努力之後，甫於民國九十二年一月一日由機關型態的郵政總局改制成立。回顧九十二年這一年，公司全體同仁以新思維新作風，同舟共濟，造就了公司創歷史新高的盈餘，超額達成九十二年度預算法定盈餘目標，為郵政未來之發展奠定了穩定的基礎。

郵政改制公司一年來，郵儲壽各項業績與前年度比較，除國內、國際函件及國內快捷業務小幅衰退之外，其餘如國內包裹、國際包裹、國際快捷、集郵收

Through years of deliberate planning and effort, the government status of the former Directorate General of Posts transformed into the state-run Chunghwa Post Corporation on 1 January 2003. Over this past year, the new company, built upon a new concept and a new attitude within the entire staff body, by virtue of concerted efforts, has created a historically high surplus, well above its target. This positively indicates that a stable foundation for the future development of the post office has been established.

This year, the performance of postal, banking, and life insurance services, excluding domestic and international

入、儲金結存、匯兌承匯款額、壽險結存等，均有相當的成長，這是全體同仁努力的成果，也贏得社會大眾對我們最大肯定。

過去的一年我們推動了一些重要的措施：

一、加強員工培訓與人力資源的有效運用

- (一) 為提昇員工素質，經常辦理員工訓練教育，並派員接受外界專業訓練，取得專業證照。
- (二) 實施優惠退休、資遣，配合政府精減人力政策，辦理專案精簡措施。

二、落實責任中心制度

配合公司業務發展，控制成本，擴大授權，提高工作效率及作業品質，修訂責任中心局及郵件處理中心「績效衡量項目與評分標準」，合理衡量各局及郵件處理中心經營績效，並按績效標準發放績效獎金，以推動責任績效導向之管理觀念。

三、落實顧客導向的投遞服務

- (一) 包裹週一至週五增加夜間投遞，週六白天並加投一班次。
- (二) 白天因收件人不在家無法投交快捷郵件、包裹或限時掛號郵件時，以電話聯繫後再投，不送郵局窗口招領。
- (三) 實施快捷郵件按址上樓投遞服務。
- (四) 建置各類掛號郵件電腦追蹤查詢系統，顧客均可自行上網查詢包裹、限時掛號或普通掛號郵件郵遞情形。
- (五) 完成「通訊地址遷移通報服務」系統建置，受理民衆申辦變更通訊地址，並通報有關單位。

四、辦理郵政博物館巡迴展

為方便偏遠地區學童認識郵票、郵政文物及集郵，特製作精美展品車，巡迴僻遠地區學校展出。

五、辦理金融卡晶片化作業，以加強安全控管機制，並擴增金融卡服務功能。

六、建置現代化客服中心

全面受理郵政各項業務之諮詢、查詢、資料變更、申訴或建議事項，並提供二十四小時全年無休的服務。

七、加強提供郵儲壽各項業務附加價值之服務

letter and domestic speedpost items, was far better than the previous year. These achievements were attained by the efforts of all employees and through the confirmation of the general public. The main measures taken in 2003 are as follows:

1. Strengthen staff training and effective use of human resources

- (1) To brush up on work skills and upgrade service quality, several on-the-job training courses were held, and certain employees were encouraged to attend professional training in order to obtain relevant licenses.
- (2) Preferential benefits were given to those employees who opted for early retirement in conjunction with the governments' streamlining policy.

2. Establish the in-depth Responsibility Center System

To develop services, retrench costs, and increase work efficiency and operational quality, the standards of the "Performance Measurement Categories and Rating" for the responsibility centers and mail processing centers were reasonably amended to solidify the performance-oriented managerial concept.

3. Practice Customer-oriented Delivery Service

- (1) Additional parcel deliveries were made in the evening from Monday through Friday as well as in the daytime on Saturday.
- (2) Delivery of EMS, parcels, and prompt-delivery registered mail was established, eliminating the need for claim service at the counter.
- (3) EMS door-to-door delivery service was established.

- (4) A tracking and tracing system was introduced for parcels and registered mail.

- (5) A change-of-address notification system was completed.

4. Postal Museum-Sponsored Traveling Expos

In order to promote better understanding by students of stamps, postal stationery, and stamp collecting, the Postal Museum set up vehicles equipped with exhibits to reach schools in remote areas.

5. Develop Microchip-embedded bankcard system

The new card-system allows for enhanced security and expanded services.

6. Set up customer-service center

The counter will render 24-hour year-round service to respond to customers' requests, provide tracking and tracing, enable changes in data, deal with claims, and accept suggestions.

7. Provide value-added services

- (1) Door-to-door pick-up service centers were

- (一) 擴大上門收件服務，各局成立「上收中心」。
- (二) SARS期間與全省各大公私立醫院合作，開辦「慢性病患藥物快捷郵件服務」。
- (三) 辦理寒暑假學生包裹、年貨包裹、書展包裹等加送紙箱單一特價活動，並利用各地郵局剩餘空間開辦「學生倉儲包裹業務」。
- (四) 於各地便利商店設置自動櫃員機，擴增服務據點。

八、開辦新種業務：

- (一) 開辦「優鮮配」冷凍冷藏包裹業務。
- (二) 開辦「農特產快遞」業務。
- (三) 開辦「ATM保險單借款」業務。
- (四) 開辦郵政簡易六年期吉利保險業務。

九、成功爭取到「2005臺北國際亞洲郵展」主辦權。

預料未來的一年各業競爭日益劇烈，國內外經濟情勢更多變，我們除了執行政府政策如組織再造、電子化便民措施、支援國家建設之外，在經營策略上必須加強風險管理、創新產品、整合行銷通路、加強與社區結合等措施，期盼創造更優異的經營績效，回饋大眾。中華郵政肩負國家郵政、全民郵政的職責，一切以滿足社會和民衆的需求為目標，郵政事業未來的生存與發展，全賴我們提供大眾優質與全方位的服務，請大家時時不吝賜教與鼓勵。

- established at main post offices.
- (2) Domestic speedpost delivery of medicine for chronically ill patients was provided in cooperation with public and private hospitals.
- (3) One-price promotions for “student vacation parcels”, “new-year’s goods parcels”, and “book-exhibition parcels” were offered. “Student package logistics” service was introduced.
- (4) ATMs were installed at convenience stores.

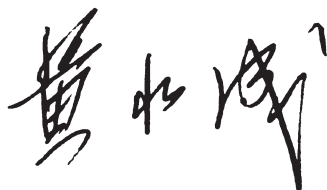
8. Introduce new services

- (1) Freezing and frozen parcel service.
- (2) Express delivery service for agricultural products.
- (3) ATM insurance policy loan service.
- (4) Postal Simple Ji-li 6-year-term Endowment Insurance.

9. Win the right to host the 2005 Asian International Stamp Exhibition

In the coming year, market competition is expected to become increasingly severe, and worldwide economic situations will vary. In addition to refinements in the re-organization of the company, continued development of e-post services, and supporting national infrastructure construction, we must reinforce risk management, introduce novel products, integrate marketing strategy, and strengthen community interaction to create a brilliant management performance to continue to serve the general public. Chunghwa Post bears the responsibilities for postal services to cater to the requirements of its customers as well as society at large. The existence and development of the post office wholly depends on improved and comprehensive services offered to the public. Chunghwa Post welcomes suggestions and encouragement from all its customers.

交通部中華郵政股份有限公司總經理



中華民國九十三年六月一日



Huang Shui-cheng
President of Chunghwa Post Co., Ltd
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