

壹、前言

I. Preface



董事長 吳民佑
Chairperson Wu Min-yu

本公司為國營公用服務事業，兼具通信與金融雙重使命，主要任務為便利國民通信，加速財貨流通，活絡金融保險市場，促進社會安樂繁榮，未來全體同仁將秉持「逆境中創造生機、勇往直前成就夢想」之精神，建立優質的企業文化，積極提升服務品質，開發新種商品，強化競爭力，推動金流、物流、資訊流、商流通路服務，與社會同步邁進，滿足大眾的各種需求。

我想在此將本公司的一些重要基本方針與理念與社會大眾共享：

一、本公司做為一個郵務、儲匯與壽險業務的經營專家，本著服務的熱忱與勇於改變，在原有的營業項目上，不時創造新的附加價值，同時也為大眾打造客製化服務。

Chunghwa Post is a state-run public service enterprise with financial and communication mission. Its main duty is to facilitate national communications, expedite the circulation of goods and promote markets of finance and insurance. Its staff of all level will stick to the spirit of “creating vitality in the diversity; marching forward to achieve dreams” so as to build up excellent enterprise culture; positively uplift service quality; develop new merchandise; reinforce competitive strength; promote cash, logistics, information and business flows in order to march simultaneously forward with the society and meet various demands of the public.

Here are some basic and important directions and ideas of the company I would like to share with the public:

1. Being a management expert of mail service, remittance and insurance business, the company will create new added values at any time and arrange customized service based on business items available to the public in the meantime.

二、增厚民眾對本公司的信賴感，保障民眾財產與隱私權，迅速反映民眾的意見與需求，隨時向外界公開本公司的治理原則、經營現況、財務情況、缺失改善情形、經營團隊成員、運作方針等，使一切透明化。

三、加強公司內控內稽作業與法令遵行制度，業務運作流程悉依管理要點來規範，各單位隨時自行辦理稽核與查核，以確保業務能如期如質地正常運作。

四、本公司的局屋建設、設備採購等配合政府的清境家園運動、全球環保節能減碳的新觀念，使我們的下一代生活更幸福、更美滿。

五、營造郵政為一個互助合作歡樂團隊，有共同的價值觀，有舒適、乾淨的工作環境，讓社會大眾一進郵局大門就有賓至如歸的感受。

此外，郵政做為我國民眾充分所信任並贏得風評極佳的服務企業，有責任對社會承擔一份回饋，我想我們會配合政府政策用心做好下面幾項工作。

一、防制詐騙洗錢：

保護民眾財產是我們無以推諉的責任，加強同仁對防制人頭帳戶、疑似洗錢防制作業之警覺性及敏感性，訂定「防制詐騙獎懲實施要點」，對於防制詐騙著有績效的同仁予以鼓勵；宣導方面則以製作「防制人頭帳戶」影帶，於媒體播放，印製宣傳海報供各局張貼，宣導民眾勿輕信不明電話簡訊，若有疑問應向「165專線」查證，以免財產損失。

二、關懷獨居老人生活及居家安全維護：

結合當地政府部門或社福機構推出關懷獨居老人服務活動，激發郵政同仁「郵人好種福、喜心多服務」熱誠，發揮「老吾老以及人之老」愛心，鼓勵郵務士利用投遞信件途中順道作關懷獨居老人服務，把服務範圍從單純信件投遞，擴大為嘘寒問暖及緊急異常情況之通報，並代辦與郵政有關業務、代購生活必需品等，主動提供必要之協助與服務。

2.Increase public's reliability to the company; protect public's properties and privacy; promptly reflect public's opinions and demand; announce company's management theories, management facts, finance status; faults and missing conditions; management team and operation directions, etc. to the public at any time.

3.Reinforce internal control and auditing operations and laws and regulations obedience system; entire business operation flow is guided based on the management guidelines; all units should perform self-auditing and self-checking at any time so as to secure that business can be operated normally with requested time and quality.

4.In order to let our next generation live a happier and smoother life, the company offers office housing and facilities procurement measures to comply with the new ideas of government's clean house campaign and saving energy and reducing carbon dioxide of global environment.

5.To let the public have a feeling of "your home away from home" while entering into post office branches, the company build up its service into a mutual cooperative and merry teamwork with common sense of value; one with a comfortable and clean working environment.

In addition, as a service enterprise fully trusted by our national citizens and won excellent criticism; Chunghwa Post assumes a responsibility to undertake a feedback to our society. In compliance with government policies, I believe that we will deliberately accomplish following tasks:

I.Combat scams and money laundering:

Protecting public's properties is one of our responsibilities we cannot shrink. To strengthen the alertness and sensitivity of our staff members to the prevention of dummy accounts and money laundering control operation, the company specially stipulated "Implementation Guidelines for Award and Punishment Procedures of Preventing Defrauding" and encouraged staff members who made remarkable achievements in preventing fraud. For publicity purpose, we make "preventing dummy accounts" tape to play in medium; print posters to propagate the public not to easily believe in unknown telephone calls and electronic messages. For any questions, please call "165 line" for clarification in order not to loose any money.

II. Launch of caring for the life of solitary elderly and their safety protection at home:

Launch the service of caring for the life of solitary elderly and their safety protection at home in combination with local government sectors or social institutions, inspire the enthusiasm of "postal workers are fond of spreading seeds of happiness, servicing more with merry hearts"; express present love of "charity begins at home"; encourage mail carriers to express caring for the life of solitary elderly on the way of posting letters to expand their service range from simple mail deliveries to the announcement of daily greetings and emergencies, and

三、致力提供民眾便利的服務與社區公益活動：

推動「塑造郵局敦親睦鄰新意象計畫」，充分與社區結合，提供民眾優質、安全、貼心的用郵環境；積極推廣「結合並參予社區公益活動」，以協助弱勢團體募款；因應人口老化、醫療照護需求增加趨勢，研議開發設計新種健康保險商品，利用郵政便捷的全國服務網，提供不論都市或鄉村居民各式各樣的服務。

郵政事業為服務全國的民眾而生存、發展，本公司同仁自然肩負國家郵政、全民郵政的職責，以滿足社會和民眾的需求為首要目標，積極追求優質和全方位的服務效能。

中華郵政股份有限公司 董事長



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request for postal services、buy daily necessities on their behalf and positively offer indispensable assistance and services.

III. Devote to offer convenient service and public welfare activities:

Promote "portray new image plan of environmentally-friendly campaign" that fully combines with communities in order to offer the public an excellent, safe and considerate servicing surroundings; positively promote "combine and participate into community public welfare activities" in order to help relatively powerless groups to raise money; accommodate the increasing tendency of medical care because of aging population, examine to develop and design new health insurance merchandise in order to offer various services for citizens live in urban or country areas wherever.

Postal service is running and developing to serve all national citizens. Our member staffs are of course bearing the duty for the national postal service and a postal service of all national citizens. The first priority of its goals is to meet social demand and the public's request and to seek for excellent and all-directional service efficiency.



Chairperson, Chunghwa Post Co., Ltd.
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