

# 壹、前言

## I. Preface



兼代 董事長 何煖軒  
Acting Chairperson Ho Nuan-hsuan

臺灣郵政創辦迄今已邁向第119年，也是改制為公司組織後的第4年，回顧過去，為因應內、外在環境的快速變遷，積極強化經營體質，善用資訊科技，提供全方位優質服務，快速反應市場需求，擴大經營利基，提昇郵政資金運用效益，朝多角化經營之型態邁進，運用「郵、儲、壽」三業合營之綜效，整合「金流、物流、資訊流、商流」通路，積極開創空間，提高經營管理效率，提升獲利能力。

為追求郵政事業永續經營與發展，在此，提出3點今後努力的方向和目標，為百年郵政注入新動力：

### 第一、以客為尊，落實服務理念：

充分運用現有的資源人力，落實內控與內稽作

Taiwan Post has a history of 119 years altogether, and it has been four years since it was corporatized. Responding to rapid change both within the company itself and in the outside environment, Taiwan Post has continually striven to improve the health of its operations; make good use of information technology; provide quality multifaceted services; respond to the needs of the market quickly; expand its market niches; raise the efficiency of how it uses capital; march toward multifaceted operations; increase efficiency by integrating its postal, saving and life insurance operations where possible; integrate its cash, logistics, information, and business flows; and actively raise its management efficiency and profitability.

Here are a few future directions and goals aimed at creating sustainable postal operations that I would like to share with everyone:

### I. Customer-Oriented Service:

With its current resources and manpower, the

業機制，強化風險管理，加強防詐騙及洗錢，防制人頭帳戶，減少民眾財產損失，並杜絕洗錢管道；塑造郵局敦親睦鄰新意象，強化軟硬體設備，提供顧客多元化、優質、便利、迅速、安全、貼心的用郵環境，並由過去的被動轉為主動的關懷顧客，滿足顧客的需求，讓顧客覺得郵政有存在的價值和需要，隨時加強顧客關係管理，貫徹以顧客為尊之經營理念，落實可靠、親切、效率、創新之服務精神，提昇顧客對郵政的信賴與忠誠度。

## 第二、開辦新種業務，增進經營績效：

面對自由化的市場競爭及因應97年免稅優惠取消，已提報郵政儲金匯兌法及簡易壽險法條文修正案，透過修法程序，積極爭取可開辦新種業務的空間，鼓勵員工隨時注意商機的動向，創新郵、儲、壽商品種類，研提具有市場競爭力之各項業務發展策略與執行方案，加強企劃行銷，提高市場占有率，創造附加價值，並增裕營收。

## 第三、強化經營體質，提升事業競爭力：

持續檢討現行組織結構，精簡組織；積極擴大資金運用管道，機動調整投資組合，增加國內外投資，提昇收益；加強開源節流，推動績效管理，靈活調度人手，調劑盈虛與勞逸，發揮人力最大效用，期使組織更合乎企業化經營；重視人才培育，加強多元化教育訓練，提昇員工專業知能，拔擢內部優秀人才，為郵政事業挹注新血，讓整個郵政企業體展現新活力、新生命。

長久以來，社會各界給予郵政肯定的評價，這是全體郵政員工努力的成果，本人除了感謝之外，同時期望全體郵政同仁應以責無旁貸的心情，傾全力承繼郵政前輩們為我們打造的堅實基礎，並加以發揚光大，持續追求卓越，創新思維，同心協力，塑造更優質企業文化，使郵政事業永續經營再創佳績。

臺灣郵政股份有限公司 兼代董事長



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company shall resolutely implement its internal controls, internal audits and risk management. It will also protect the public's assets by taking stronger measures to combat scams, money laundering and dummy accounts. It will strengthen its image as a good neighbor by improving its facilities and thereby crafting a considerate postal environment that offers comprehensive, quality, convenient, fast, and secure services. Instead of just passively answering customers' requests, the company shall take a more active role in meeting their needs, thus making the postal service's value and indispensableness more strongly felt. Strengthening customer relations at all times, it will treat its customers as royalty, as well as offering reliable, amiable, efficient, and innovative services, so as to increase customer loyalty and trust.

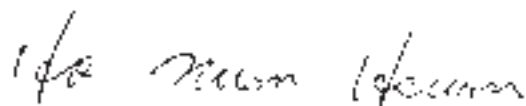
## II. Launch of New Services to Raise Operational Performance:

Facing free market competition and preparing for the ending of its tax-exempt status in 2008, the company has submitted revisions to the Postal Remittances and Savings Act and Simple Life Insurance Act with the intent of actively striving to open up new lines of business. The company shall encourage its employees to keep an eye on business trends; offer innovative postal, banking and life insurance products; research and develop competitive strategies and programs; strengthen planning and marketing; raise its market share; and create added value, thereby raising income.

## III. Strengthening Corporate Health and Competitiveness:

The company shall continue to review its current corporate structure in order to further downsize. It will actively expand its investment channels, manage its investment portfolio with flexibility, and increase domestic and foreign investment to achieve its financial goals. It will broaden sources of income, reduce expenditures, and promote performance management. In step with corporate trends, it will encourage workforce flexibility to make full use of its human resources. It will emphasize personnel development, strengthen diversity training, raise professionalism, and both promote talent from within the company and bring in "new blood" to give the company new vigor.

The high regard with which all quarters of society have always held the ROC postal service is due to the collective efforts of the entire postal workforce. Apart from offering my gratitude, I hold the expectation that all postal workers will take it as their responsibility to do their best to shine on the firm foundation built by our forerunners. May we continue to pursue excellence and innovation, and together build a higher quality corporate culture and reach new heights in the sustainable development of the postal service!



Acting Chairperson, Taiwan Post Co., Ltd.  
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