

# 前言

## *Preface*



董事長 賴清祺

Chairperson Lai Ching-chyi

## 前言

中華郵政自92年1月1日起改制為國營公司，迄今已屆3年半。歷經多次實施員額精簡，幸賴全體員工努力不懈，獲利能力絲毫不遜於民間大型金融機構，此謂「三年有成」。中華郵政公司本於「可靠、親切、效率與創新」的理念，期以經營管理企業化、業務經營多角化、資金運用效益化、服務項目多元化及人力運用合理化的策略，將百姓對本公司信賴的核心價值，轉化為提升公司永續經營

## Preface

Ever since the R.O.C. Directorate-General of Posts was corporatized to become Chunghwa Post Co., Ltd. on January 1, 2003, the company has undergone several waves of downsizing. Yet, due to the efforts of its entire staff, the company has been just as profitable as any large private financial institution. Aiming to provide “reliable, friendly, efficient and innovative” service, Chunghwa Post hopes to transform its corporate core values so as to achieve a sustainable competitive advantage through enterprising management, multifaceted operations, efficient deployment of capital, diverse services and

的競爭力，「追求卓越，持續創新」的信念，繼續邁向郵政經營第110週年。

為使郵政事業永續經營，希望與全體同仁同心協力以三E共勉，創造郵政為卓越的全方位服務企業：

### 一、Employees (員工)：

員工是郵政事業最重要的資產，更是公司的寶，期盼每位同仁能體會到公司的關懷，每天能做好份內工作，以客為尊，滿足顧客的需求，創造超值的服務，更要以郵政事業的願景及使命為前瞻，發揮所長，不斷的學習、不停的研發、求新求變、推陳出新，時時自省我能為公司做什麼，不要只問公司為我們做了什麼。

### 二、Efficiency (效率)：

郵政雖然是勞力密集的企業，在定位上是一個十足以服務大眾為使命的公司，在「創意、品質、速度」的競爭環境中，應隨時代的潮流，提供更快速、更優質、更完美的服務，以滿足社會大眾的需求，提升顧客對郵政的肯定與滿意度。

### 三、Earnings (盈餘)：

中華郵政是國營事業，且有增進公共利益特性，也擔負政府政策的任務之一。是支援政府財政，本公司第一線與後勤的同仁都應該克盡職責，發揮潛能，提升事業經營績效，創造公司最大的直接利益與潛在利益，並為政府及社會創造最大的公共利益。

中華郵政股份有限公司 董事長

賴志銘

中華民國95年6月16日

rational human resource management. With the company's motto of "striving for excellence and continuing to innovate," the postal service continues to march toward its 110th anniversary.

With the aim of reshaping the postal service into an outstanding and sustainable holistic service provider, I would like to share my thoughts with you on the three "Es" or key aspects of corporate success:

### I. Employees:

Employees are the most valuable assets of a postal service. It is not enough for them simply to carry out day-to-day duties, know what the company concerns, and provide customer-oriented and high-value services. It is even more important that employees at every level of the company live out the postal service's vision and mission, fulfill their potential, try always to innovate, and never stop learning, researching and developing. They should reflect upon what they can do for the company instead of merely asking what the company can do for them.

### II. Efficiency:

The postal service is a labor-intensive business and has a mission to serve the public. In today's very competitive environment, Chunghwa Post should follow current trends and provide faster, better and more perfect services to meet the needs of the public and thus raise customer satisfaction.

### III. Earnings:

Chunghwa Post is a state-run enterprise, with a trait to promote public interests, and one of its goals is to carry out government policy by financing government projects. Both its frontline and back-office employees should assiduously execute their duties, realize their potential, and raise operational performance, thus directly and indirectly maximizing benefits to the company while acting in the public interest.

Lai, Chingchyi

Chairperson, Chunghwa Post Co., Ltd.

June 16, 2006