

@Ur Service

@ Ur Service is a quarterly newsletter of the Malayan Group of Insurance VOL. 1, ISSUE 2.
Companies for its intermediaries and business partners

THE MALAYAN TOP STORY

What's New in 2002

Expect new faces and new places in Malayan Insurance

With better client servicing as its objective, some changes were undertaken by the Client Management Group and Branches Management Department in their personnel earlier this year. The new developments are a continuing part of Malayan's drive to further improve its table of organization and add more quality to each department these employees are assigned to. An ordinary individual will surely encounter some adjustments in a new work environment, issues on adaptability will certainly arise. But not our service-oriented Malayan Service Champions; they still provide our valued partners, intermediaries and clients the service excellence only an industry leader could.

Name	From	To
Chyster Samuya	Senior Account Executive	Agency Business Unit Head
Maribel Valdez	Agency Business Unit Head	Broker's Business Unit Head
Harlan Consolacion	Senior Account Executive	Direct Business Unit Head
Arnel Garcia	Cubao Branch Manager	Collection Department Head
Herbert Rochester	Broker's Business Unit Head	Marikina Customer Care Cntr. Head
Zenaida Inocencio	Marikina Branch Manager	Cubao Customer Care Cntr. Head
Charlou Casas	Calamba Service Office Head	Alabang Customer Care Cntr. Head
Hurlou Santiago	Dagupan Branch Office Clerk	Tarlac Satellite Office Head
Virgilio Atraje	Cabanatuan Administrative Asst.	Baliwag Satellite Office Head
Romeo Alejandro	SBU Associate	Makati Customer Care Cntr. Head
Winifredo Aningat	Fire Dept. Underwriter	SBU Head

Our New Satellite Offices!

Great news! Malayan Insurance had a soft-opening of its new satellite offices in Bulacan and Tarlac to better serve our growing number of clients in Northern Luzon. Our new satellite offices will still provide quality and fast processing of insurance applications and claims. You can now go to our new satellite office at your convenience. Their exact addresses are:

TOP PHOTO:

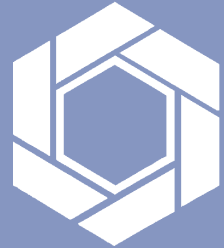
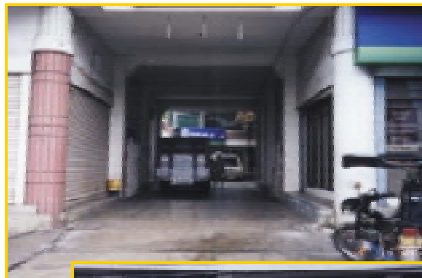
Bulacan

2nd Flr., PVR Building
Benigno S. Aquino, Jr. Ave.
Baliwag, Bulacan

BOTTOM PHOTO:

Tarlac

Monarch Building
Rizal St., Tarlac, Tarlac



June, 2002 What's Inside

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Retraining of agents and product briefing at Isabela, Tarlac, Laguna and Bicol.

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Interactive dialogue between agents and MICO employees to ensure good relationship between partners.

Know our Partners..... p. 3
Mr. Bonifacio "Chito" Jeromillo and Mr. Joey Recto give us a peek on their personal and business life.



2001 MICO Inter-Region Sales Cup

Promo for our Partners.... p.4
Double your points! Double your rewards promo for our valued partners

THE LUZON ROADSHOW

Marketing Department travels to different provinces for retraining of agents

The Marketing Department travelled around Luzon for the month of April to conduct retraining on new products for agents. First on the itinerary was a trip to Cauayan, Isabela on April 8, 2002. Mr. Carlo Diaz, Mr. Mike Olalia and Mr. Mark Co discussed Malayan's new products like Home Protect and Automaster. They also gave a series of surveys to branch managers present. The branch managers and agents came all the way from Tuguegarao and Cauayan & converged at Isabela Hotel. Also in attendance were Atty. Romy Baliton, LRO 1 Regional Head and Mr. Dennis Siclot, Branch Manager of Cauayan.

The next leg of the product training seminar happened on April 15, 2002 at Tarlac, Tarlac. Mr. Mike Olalia covered Malayan's OFW Bantay Pamilya, and introduced new products in the pipeline such as the Pet Insure, Business Protect and MotorcycleOne. There were 50 plus agents in attendance to find out more about Malayan's new products.

Heading towards the southernmost part of Luzon, Mr. Mark Co went all the way to Naga for the retraining of agents. Also present were Mr. Ranel Villadelrey, LRO 2 Regional Head and Mr. Fortunato Adornado, Branch Manager of Legaspi and Naga. The training session started at 9:30 in the morning. Agents from Naga, Daet and Legaspi attended the usual trainings, and they were briefed on the Hataw Pa Trailblazers Part 2 Incentive Program and Partner Care Loyalty Program. Copies of the Malayan @ Ur Service Newsletter were also disseminated.

The last leg of the roadshow was in San Pablo, Laguna on April 18, 2002. Mr. Mahesh Pacis, Branch Manager of Laguna, Mr. Larry Inciong, Branch Manager of Lipa and Branches Management Department's Mr. Norman Barcheta were there to give support for Malayan's seminar.

In general, the Roadshow received a very warm reception from the agents as well as the respective branch managers. Witness to this is the fact that close to 150 agents attended the seminars to reinforce their product knowledge as well as to continue the strong camaraderie between Malayan and its intermediaries. Watch out for it, your branch might be next!



Top Photo: Malayan employees and agents in Naga took time out to have lunch at beachside.
Bottom Photo: Agents from Laguna listen intently to the discussion.

MALAYAN'S 1ST AGENTS' FORUM

Malayan's Agency Management Unit and Marketing Department conducted a series of branch affiliated Agent's Forum. Agents from all over Metro Manila were invited from their respective branches not only to be oriented on Malayan's new products but also to voice out their sentiments and queries on Malayan's product lines.

First stop was the Alabang Customer Care Unit. Mr. Charlou Casas, Alabang Customer Care Unit Head opened the fora by expressing his appreciation to those who came to the afternoon affair. All the agents were briefed on Malayan's products such as Home Protect, the OFW Bantay Pamilya as well as the Trailblazer II Incentive program. Atty. Pearl Sanchez, Head of Sales and Marketing was introduced by Mr. Casas to the agents. She expressed her gratitude for the agents' enthusiastic participation and encouraged them to a dialogue on their concerns.



After the stopover in Alabang, the Marikina Customer Care Unit was next in line. Mr. Joel Arguelles, Head of Marketing Department presided over the affair. He discussed possible marketing strategies to better sell Malayan's new product lines. Suggestions and recommendations were given out by the agents to help Malayan better improve its services. Also present were Atty. Pearl Sanchez, Mr. Herbert Rochester, Marikina Customer Care Unit Head and Ms. Christine de Leon of Marketing Department.

The Malayan Makati and Cubao Customer Care Units were next in line. Mr. Mark Co and Ms. Christine de Leon were there to brief the agents on Malayan's product lines such as Home Protect, Automaster, Pet Insure and Hataw Pa Trailblazer 2 Incentive Program.

All the agents who attended the forum in Marikina, Alabang and Makati were given the opportunity to dialogue with Malayan officers and provide their suggestions for a stronger business relationship with Malayan. The next Agent's Forum will be coming to a branch near you.

CONVERSATIONS WITH CHITO AND JOEY...

Malayan @ Ur Service would like our readers to get to know Malayan's intermediaries. For this issue, we interviewed Mr. Chito Jeremillo, a Malayan agent and Mr. Joey Recto of MDR Insurance Agency.

	 <p>CHITO SPEAKS</p>	 <p>JOEY SPEAKS</p>
How did you join Malayan?	There was a time when one of my clients needed bonds. The first thing that came to my mind was Malayan Insurance even when I was with another insurance company. At the same time, Atty. Pearl Sanchez is with Malayan. She is one of the people that I highly respect. I never hesitated joining Malayan knowing she is there. That's how I got started.	When I set up the agency four years ago, I chose Malayan because my father worked with, and had dealings with the Yuchengcos. At that time I already knew the company. I applied for accreditation and I got in.
When did you join Malayan?	I've been with Malayan since December of 2001. It was one of the best career moves in my life.	As I've said, I've been with Malayan four years ago after putting up my agency.
How do you find Malayan as a business partner?	I've been with many companies, one thing that makes Malayan stand out is people here work systematically. They are approachable and they give you their full attention. In other companies, your proposals take a long time before they come out and they even lose their accounts.	Being with Malayan, which is the biggest non-life insurance company is always an advantage. Malayan is not hard to sell. Products are innovative, and Malayan listens to what the market needs. They take care of their business partners very well.
How do you feel handling or having closed your biggest account?	I'm happy closing big accounts and moreso, handling them knowing they can refer me to other clients. These people are very much satisfied with Malayan's products and services.	All I can say is I felt proud. Malayan handled it perfectly when I worked with them.
How did you get into the insurance business?	I used to be a life insurance underwriter. There was one time somebody asked me about non-life insurance, I told them that I can give them that too. That's where it all began, from a simple question by an unknown person. It gave me an idea to try non-life which is easier to sell and in my case, I have more success with.	We're into the stock brokerage business. We wanted to diversify our business. In financial securities, 70% are retail, so we wanted to tap it. That's how I got into the insurance business.
What's your personal background?	I've been in the insurance industry for 15 years. I'm happily married to my lovely wife who is very caring and supportive. I have three boys, whom I love dearly. I live in Taguig.	I have two kids. I've been married to my wife for 11 years. My son is, 5 years old and about to enter school, my daughter is 1 1/2 years old. I graduated from La Salle where I took up MFI and pursued my MBA in Ateneo.
What's your daily routine?	As soon as I wake up, I pick up my phone first thing in the morning to arrange appointments and handle my business. I report to the office and stay there until after office hours. I finish all my paper works late in the evening.	I work from 8:30 a.m. to 6:30 p.m. But in between, I go to the gym twice a week and I play basketball once a week. Having a healthy body and mind will make you a better person.
Do you go out during weekends?	I go out with my kids during my free time. We play chess and Game of the Generals. We also play computer games, and tennis. We seldom go to malls.	I stay with my family. Sometimes I go out with my friends - couples. We go to bars or just stay in their houses. We invite friends in our house too.
Who's the person you look up to?	Lee Kuan Yew. He is almost always on top of everything. Look at Singapore? See how progressive that country is. I admire his managerial skills and prudence. We should follow his vision.	I have admired my father ever since I started working for him. I learned the value of hardwork through him.
What advice can you give to people who aspire to be just like you?	Just love your work, your work will love you back. Be knowledgeable of the products you sell. Always remember that God is always with you ready to share His blessings.	Persevere, work hard and be honest. I think that's the secret of success. Be good to everybody and don't take advantage of anybody.



THE



FILES

The Partner Care Rewards Program

Malayan Insurance Co., Inc., the number one non-life insurance company would like to introduce to you to a unique and beneficial business privilege called the Partner Care Rewards Program for Agents.



The Partner Care Rewards Program is a privilege we are extending to all accredited agents of Malayan Insurance who have met the required basic premium production levels. The program is our way of showing Malayan's gratitude for their loyal support and to assist them in developing their insurance business. The Partner Care Insurance Program will be accorded to agents who have a reasonable tenure as a partner and with a good track record with Malayan. The basis for granting such reward will be based on a yearly paid production by the partner to Malayan.

For individual agents, the reward will be divided into two areas, namely the Personal Rewards and Business Rewards. The Personal Rewards are for the agent's personal needs, while the Business Rewards are designed to help our partners increase their volume production.

For corporate agents, the rewards package offers you support for enhancing your respective businesses. The way to achieve this is by a concept called the Marketing Cooperation Fund, wherein sales of the partners are tallied and given a cash fund equivalent that they can use to enhance their businesses. With the Malayan Marketing Cooperation Fund, Malayan Insurance gives you support in the cost of marketing and growing your business.

Watch out for the guidelines and mechanics in a convenient booklet. For more information, call our Marketing Department at 242-8888 loc. 415 c/o Christine de Leon.



HATAW NEWS!

2001 MICO Inter-Region Sales Cup

In June, 2001, Malayan Insurance's Client Management Group started the "Sell for Cell" promo, which awarded agents with Nokia 8210 and Nokia 3310 cellphones. Our valued partners were awarded these cellphones upon meeting the paid production required for the following product categories: Automaster, Home Protect, Travelmaster and Lucky 888.

On January of 2002, the winners of this Sales promotion activity were announced. The winners of the Nokia 8210 were Mr. Humberto P. Sarmiento, Ms. Charito A. Palanca. On the other hand, the winners of the Nokia 3310 were Ms. Felicisima B. Villena, Mr. Constancio D. Chua and NVR Insurance Agency. The winners of the Nokia 5110i were Ms. Annalyn L. Patal and Mr. Danilo Sanchez.

With the encouraging response we got from the Sell for Cell promo, Malayan is bringing our agents another sales promotion drive: the DOUBLE YOUR POINTS, DOUBLE YOUR REWARDS! Promo. All agents are automatically included in this exciting promo, ongoing from June 1 to September 30, 2002. All Agents will earn 2 points instead of the original 1.5 points for every Php 100.00 paid production for New Products. The Top 3 agents for this promo will be recognized and will receive special rewards from Malayan Insurance.

Stay tuned for more exciting promos, only from Malayan Insurance!



EDITORIAL

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