

Phongsavanh Insurance (APA) Co.,Ltd awarded Customer Experience Award of the Year 2021 🏆 which held by the European Chamber of Commerce and Industry in Lao PDR (ECCIL) and Prudential Life Assurance (Lao) Co., Ltd.(“Prudential Laos”)

The European Chamber of Commerce and Industry in Laos and Prudential Life Assurance (Lao) Co., Ltd. together announced the winners of the Best Employee and Customer Experience Awards which Phongsavanh Insurance (APA) Co., Ltd won in the category of Best Customer Experience as the company was recognized for its excellent and outstanding business in category of Customer Experience which demonstrates a unique, standout, or innovative experience initiative for clients with its bespoke insurance solutions to address customers' specific needs. We are the first insurer to introduce pay-as-you-go motor insurance in Lao PDR, and tailor made this product for a very particular client, LOCA, which itself has launched a very innovative service in Lao PDR and required not a lesser innovative insurance. For their particular needs, including very different risk elements for its new online taxi business, Phongsavanh Insurance (APA) created a bespoke insurance solution which was a brand new insurance concept in Lao PDR.

On behalf of Phongsavanh Insurance (APA), Suthee Vitthayagovit, Chief of Operations and Finance said: “We would like to thanks both organizers- The European Chamber of Commerce and Industry in Laos and Prudential Life Assurance (Lao) Co., Ltd to organize such a good event and we’re so delighted and proud that Phongsavanh Insurance (APA) has received this recognition. This proves our company’s mission which is to be the preferred and trusted innovative Insurance Company in Laos and this motivates us to continue to focus even more and try even harder to maintain our best customer experience. At Phongsavanh Insurance (APA), we never stop thinking how better we can engage with each individual customer in different ways they preferred and understand their needs in order to provide the best solutions. We believe that each customer/business has different risk elements which mean different insurance solution is needed. Thus, we think it’s important to give the customers something they really value rather than a One Size fits all off the shelf solution.”

### **About Phongsavanh Insurance**

Phongsavanh Insurance (APA) Co., Ltd is a composite Insurance company in Laos. Part of the Phongsavanh Group. Phongsavanh Insurance provides insurance products to protect the lives and belongings of individuals, families and businesses. Our Vision is to create a reputation of professional insurance Company with customer core values at the heart of its operation and to deliver first class service in all our actions with clients.

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