

Title: Customer Service Optimization and Innovation in
The Professional Transformation of FD Insurance Company,
Shanxi Branch

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ABSTRACT

In recent years, due to the profound changes in the development environment of the domestic life insurance industry, the life insurance industry, which has been growing rapidly for many years, has been in a downturn. Since 2020, the pressure on the industry's growth has increased rapidly. For the new situation, road of extensive development in traditional life insurance enterprise has come to an end. It has reached an agreement that professional transformation is necessary. In addition to improving the professionalism of their insurance staff, insurance companies also make technology empowerment. It is common sense that "it should be customer focus and create value for customers". The optimization and innovation of insurance companies' customer services is also accelerating.

Why are insurance companies, which used to be priority to product and sales, "customer focus" in their professional transformation and focusing on customer service to optimize and innovate their work? For the insurance practitioners with old sale thought, how to break the fixed pattern of thinking and raise cognitive level of customer service? How to provide professional and comprehensive service to customers? If is it benefit for insurance companies that the optimization innovation of

customer service? These are necessary to be studied in depth.

This paper selects FD Insurance Company Shanxi Branch as the research object to study the specific initiatives of customer service optimization and innovation in the professional transformation of FD Insurance Company Shanxi Branch, and concludes through empirical research and data analysis that customer service optimization and innovation in FD Insurance Company Shanxi Branch contributes to the professional transformation. At the same time, it is hoped that the research in this paper can provide some reference for other insurance companies to carry out customer service optimization and innovation in the professional transformation.

Keywords: professional transformation, FD Insurance Company, customer service optimization and innovation.

