

Shin Kong Life

Your Local Link to IGP in Taiwan

Why partner with Shin Kong Life

Market leader

- For over six decades, Shin Kong Life has been dedicated to supporting the welfare of the people of Taiwan and making insurance coverage available to all.
- Shin Kong Life is one of the market leaders in the provision of life, health, and investment products and a leading provider of life, health and income protection benefits to companies in Taiwan.
- A member of Shin Kong Financial Holding Company, one of the few insurance-lead financial holding companies in Taiwan.

Customer service

- Places great importance on customer service satisfaction. To provide the best service experience, Shin Kong Life extensively collects customer feedback and promptly follows up on any issues.
- Follows the “Fair Treatment of Vulnerable Customers” guidelines from the UK’s Financial Conduct Authority (FCA), and strives to provide the highest level of service.
- Implements control mechanisms to ensure fair treatment of customers and to maintain the company’s goodwill and policyholder rights and interests.

Qualified professionals

- Has a company culture that emphasizes the importance of service quality, duty and compassion, and a commitment to making life better for the people of Taiwan.
- Invests heavily in education and training to improve productivity and relies on precision recruitment, cultivation of key talent, and team culture building.

Innovation

- Shin Kong Life actively invests in insurance technology to optimize customer services and streamline claims processing.
- Uses digital technology such as AI to automate back-office processes, improve efficiency and accelerate customer self-service with over 30 policyholder services available on-line.
- Innovative digital services include:
 - Diverse accessible channels
 - Innovative insurance enrollment experience
 - User-friendly payment inquiry service
 - Convenient claims application processes
 - Timely response to customers

Commitment to ESG

- Incorporates environmental, social, and governance (ESG) issues into its product development processes.
- Promotes digital financial services – conveying that a reduction in paper equals a reduction in carbon.
- Committed to narrowing the gap in education between urban and rural areas and supports diverse learning and development.
- Introduced the Climate-Related Financial Disclosure (TCFD), a framework to identify climate-related risks. With this information, Shin Kong Life develops strategies to reduce carbon in daily operations, implement responsible investment and financing principles, conduct ESG assessments and establish related management processes.

Facts & figures

- IGP Network Partner since 1976
- Financial strength ratings:
 - Fitch: A+(twn) (per 4/17/2025)
 - Fitch - National Long-Term Credit Rating: A(twn) (per 4/17/2025)
 - Standard & Poor's: BBB- (per 2/13/2025)

Recent awards & recognitions

- 2024: "TSAA Asia-Pacific and Taiwan Sustainability Action Awards" hosted by the Taiwan Sustainable Energy Research Foundation – Shin Kong Life won two awards related to United Nations goals for sustainability in the areas of "Quality Education" and "Climate Action".
- 2024: "GCCA Greater China Excellence Customer Service Awards" – Shin Kong won three awards: "Comprehensive Customer Service Excellence Award", "Innovative Intelligent Customer Service Award" and "Top Marketing Innovative Experience Award".
- 2024: Four Golden Torch Awards for "Innovative Design" and "Customer Satisfaction" at the 18th Golden Torch Awards ceremony, organized by the Outstanding Enterprise Management Association (OEMA). The "Excellent Customer Satisfaction Award" was in recognition of Shin Kong Life's user-friendly financial services and innovative, sustainable service experiences, as well as its inventive product development and service operations.
- 2024: The "2024 Insurance Quality Award" based on the survey results of the "National Best Life Insurance and Financial Holding Company Ranking" by "RMIM Insurance Magazine". Shin Kong Life was favored by consumers across Taiwan and recommended in four major categories: "Highest Awareness", "Best Salesperson", "Best Claim Service" and "Most Recommended"
- 2023: Customer Service Excellence Awards (CSEA), Shin Kong Life was recognized in five categories:
 - "Best Customer Service Enterprise"
 - "Best Customer Service Digital Intelligent System Application Enterprise"
 - "Best Integrated Marketing Enterprise"
 - "Best Customer Service Team" in the team category
 - "Best Customer Service Training Star" in the individual category



More information

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