

# 改善服务环境 丰富服务内容 创新服务活动 农行辽宁省分行“服务升温工程”见实效

**核心提示** 农行辽宁省分行坚持“客户至上，始终如一”的服务理念，围绕“环境升温、服务升温、品牌升温”的工作目标，在各营业网点创新开展“我为群众办实事”实践活动，大力实施“服务升温工程”，通过改善服务环境，丰富服务内容，创新服务活动，营造服务氛围，扩大网点社区服务半径，做优网点厅堂服务，做大“网点服务同心圆”，有效提升全辖网点服务质效，努力将农行网点打造成有温度的金融服务场所，满足当地民生需求。截至目前，全辖797个网点中，有“百佳”网点2个、“千佳”网点4个、星级网点17个。先后获得“年度用户最满意银行”“最佳服务银行”“年度最具品牌价值银行”等荣誉称号。

2021年，农行辽宁省分行结合实际研究制订了《中国农业银行辽宁省分行2021年度“服务升温工程”活动方案》，周密部署落实全行网点服务升温整体工作，明确了详细的工作清单，逐项推动落实，同时认真梳理金融“服务升温工程”工作任务，制定考核指标；召开了“网点服务升温工程”启动大会，明确活动总体思路和目标任务；下发了《关于征集网点升温服务品牌及标语的通知》，在全行开展网点服务品牌和标语征集活动，鼓励全行员工集思广益，为打造全行网点服务品牌建言献策，共征集品牌名称35条，活动标语37条，掀起了“人人参与、人人谋划”的活动热潮；通过省分行经管网“网点转型”专栏、微信群等内部宣传载体，刊载全辖各营业网点的优秀服务案例，供各行交流学习。

按照“服务升温工程”整体工作安排，该行围绕网点“服务升温工程”三大目标，序时开展、稳步推进。首先制定下发了《营业网点服务检查标准(试行)》及《营业网点服务用语“十要十不要”》，增加对特殊群体主动服务的相关检查内容，进一步规范服务用语，提升员工沟通能力；组织开展金融“服务升温工程”专项知识测试，13家分行分22批次共计5227人参加金融“服务升温工程”专项知识测试，完成全行网点基础运营人员全覆盖；大力开展“擦亮招牌”工作，组织各行对辖内营业网点标识、门楣及各类门牌灯箱进行检查，排除安全隐患；持续开展网点“清洁日”活动，通过非现场检查等形式查验执行情况，及时纠偏纠错，推进网点6S管理制度化、规范化、常态化，有效提高全行网点精细化管理水平和品牌形象。



农行辽阳民主路支行加强员工管理，大力提升金融服务水平，营造有温度、人性化的厅堂环境。

## 做美服务环境 营造服务氛围

今年以来，农行辽宁省分行组织各营业网点广泛开展了“擦亮招牌”专项治理活动和“清洁日”活动，对全辖网点标识、门楣、灯箱等进行集中擦、集中修、集中换，截至6月中旬，全行网点均已更换LOGO灯箱的清洁工作，集中更换老旧故障

LOGO灯箱123个，维修故障灯箱招牌180个，树立了统一的服务形象，创建了安全洁净的服务环境。该行在各网点完善配备便民、适老化等服务设施，如为老年人等行动不便的客户提供无障碍坡道，增配老花镜、饮水设备、爱心座椅等便民设

施，配备率达90%以上，营造有温度、人性化的厅堂环境。近期，该行还策划开展低温网点治理，拟对全行55个低温网点实行名单制管理，组织二级分行通过改造线路、增配空调等方式改善网点环境，为客户和员工创造舒适的服务环境。

## 做优服务项目 履行服务责任

农行辽宁省分行坚持做精厅堂服务，特别是针对老年客户和特殊客户群体，要求各网点大堂经理能够准确识别，主动服务，做到“六个一”暖心服务(一声问候、一个微笑、一次关怀、一次引导、一次营销、一声道别)；做精差异化服务项目，聚焦客户需求，分析客群特点，持续提升不同群体类型的服务水平，提供客户超预期服务体验，截至6月中旬，农行辽宁省分行已向客户提供了母婴室、临时托管、客户书吧、品茶室及政务服务等20类特色服务，创建普惠业务网点、国际业务网点、“三农”服务等特色类网点59

个；做精敬老服务，针对老年人开户、社保卡激活等高频金融场景，结合服务资源，对高龄、重病、伤残等特殊群体提供上门服务，服务率达100%。截至目前，农行辽宁省分行已累计提供上门服务2821次，开展金融知识宣讲974场，举办客户活动496场；做精延伸服务，在持续做好厅堂服务的基础上，农行辽宁省分行还将升温服务触角向外延伸，积极主动为部队、企业、学校、社区及偏远地区客户提供移动金融服务1409次，不断提升延伸式服务水平。

## 做实服务活动 提升服务品质

今年以来，农行辽宁省分行多次组织分支行开展客户体验和员工活动，邀请客户到网点实地体验，全方位客观评价行服务水平。大力开展“我作客户我体验”活动，让员工以客户视角体验辖内网点、同业网点服务，发现本行网点服务短板，借鉴同业网点优秀体验案例，进一步提升服务水平。组织开展网点服务能力

提升培训，同时通过线上、案例教学、测试演练等形式不定期开展培训，内容涵盖手语服务、适老化培训、特殊群体客户服务培训及业务技能等，并持续巩固培训成果，提高服务质效。截至6月中旬，该行已累计开展客户体验374次、员工体验活动370次，培训341次，参与人数分别达6946人次、3503人次和9594人次。

## 做强服务品牌 创新服务方式

近年来，农行辽宁省分行全力开展网点特殊群体及适老化服务实践，全行116个网点设置了“爱心敬老驿站”，重点为老年人和区域内环卫工人提供临时休息、阅读书报、手机充电等惠民便民服务，并专属功能区域，提升客户体验；持续打造网点服务标杆，积极参与中国银行业协会“百佳”“千佳”及星级网点创建工作，近年来累计创建“百佳”网点2个、“千佳”网点4个，星级网点17个，打造了辽

宁地区公众认可的银行。为做强服务品牌，该行持续加大监督检查力度，在总行“神秘人”检查的基础上，辽宁省分行按日开展视频非现场检查、按月开展“神秘人”检查，按季开展现场检查，按季评比通报，督促各行加大服务管理力度，自“网点服务升温工程”活动开展以来，农行辽宁省分行在农总行“神秘人”方面实现得分、进位双提升，较2020年末进位5名。

吴昕丽 张明明

# 关于太平人寿辽宁分公司离职代理人执业证注销的声明

以下执业证已注销作废，其所属代理人已与我公司解除代理合同，请周知。

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