



中國香港汽車會

HONG KONG, CHINA AUTOMOBILE ASSOCIATION

Est. 1918



Tender Notice

Tender Subject: Invitation to Open Tender Outsourcing of Insurance Brokerage Services

Date of Notice: 31st March 2026

Tender Reference: HKAA/20260325-001

Closing Date & Time: 22nd April 2026, 5pm

1. Introduction

Hong Kong, China Automobile Association (HKAA) is a long-established member-based organization with approximately 8,000 members, dedicated to serving motorists and their families. HKAA invites qualified and licensed insurance brokers to submit proposals for the **long-term outsourcing of its insurance brokerage operations**. The objective is to enhance service quality, improve operational efficiency, reduce internal administrative burden, and ensure full regulatory compliance with the Insurance Authority (IA), while HKAA continues to maintain its status and obligations as a licensed insurance intermediary under the Insurance Ordinance (Cap. 41).

The successful service provider will operate a dedicated service unit exclusively for HKAA members, delivering professional, transparent, and member-centric insurance services across motor insurance and other general insurance products.

2. Scope of Services

The service provider shall be responsible for the full outsourcing of HKAA's insurance brokerage functions, including but not limited to:

2.1 Policy Administration

- Handling member enquiries on motor insurance and related products
- Processing quotations, new applications, renewals, endorsements, cancellations and refunds
- Coordinating with insurers for underwriting, policy issuance and documentation
- Maintaining accurate, secure and up-to-date policy records
- Timely issuance of policy documents and renewal notices

2.2 Customer Service Operations

Establish and maintain a dedicated HKAA customer service unit with:

- Dedicated WhatsApp Business line
- Dedicated telephone hotline
- Dedicated WeChat service account
- Dedicated email address
- Additional channels (e.g. SMS, online chat, Facebook Messenger)
- Multilingual support (Cantonese, English, Mandarin)
- Service hours to be agreed with HKAA (minimum office hours plus emergency support)



中國香港汽車會

HONG KONG, CHINA AUTOMOBILE ASSOCIATION

Est. 1918



2.3 Claims Support

- Handle First Notification of Loss (FNOL)
- Provide proactive claims follow-up and regular status updates to members
- Liaise with insurers, loss adjusters, repair workshops and other parties
- Guide members on documentation and claims procedures
- Ensure transparent and efficient claims communication

2.4 Additional Support

- Marketing and promotion of HKAA-branded insurance products
- System integration with HKAA's membership platform (if required)
- Regular performance reporting and management meetings

3. Regulatory Compliance

3.1 Licensed Responsible Officer (RO)

The service provider must assign a **dedicated full-time Responsible Officer** who:

- Holds a valid IA Responsible Officer licence
- Is assigned exclusively to HKAA's business
- Oversees all insurance-related activities
- Ensures HKAA fully complies with the Insurance Ordinance (Cap. 41) and IA guidelines
- Supports regulatory audits, reporting and compliance checks

3.2 General Compliance

- Full adherence to the IA's Code of Conduct for Licensed Insurance Intermediaries
- Proper record-keeping, audit trails and staff training
- Zero tolerance for substantiated compliance breaches

4. Personal Data Protection & Privacy Requirements

The service provider must strictly comply with the Personal Data (Privacy) Ordinance (Cap. 486) and all six Data Protection Principles.

- All HKAA member data remains the exclusive property of HKAA; the service provider acts only as a data processor.
- Data may only be used for insurance administration, customer service, claims handling, regulatory compliance and reporting to HKAA.
- Strict prohibition on cross-selling, marketing of non-HKAA products, or any unauthorized use/sharing of data.
- Implement encryption, access controls, audit logs, incident reporting (within 24 hours), and regular security audits.
- Upon contract termination, return or permanently destroy all data and provide a Data Destruction Certificate within 14 days.



中國香港汽車會

HONG KONG, CHINA AUTOMOBILE ASSOCIATION

Est. 1918



5. Confidentiality and Non-Disclosure

- All HKAA information (member data, policy data, commercial terms, internal processes, etc.) must be treated as strictly confidential.
- Confidentiality obligations survive for **five (5) years** after contract termination.
- Any breach constitutes a material breach entitling HKAA to immediate termination and full indemnification.

6. Key Performance Indicators (KPIs)

6.1 Response Time

Channel	KPI
WhatsApp / WeChat	Initial response within 30 minutes
Hotline	Call pick-up within 30 seconds
Email	Acknowledgement within 4 hours; Full reply within 1 business day
Other channels	To be proposed by tender

6.2 Service Quality

- Customer Satisfaction Score (CSAT) \geq 90%
- Complaint resolution within 3 business days
- Zero substantiated IA compliance breaches

6.3 Operational Performance

- Policy issuance / renewal processing within 1 business day
- Renewal reminders sent at least 30 days before expiry
- Claims status updates provided every 7 days

7. Staffing Requirements

- 1 dedicated full-time Responsible Officer
- 2–3 dedicated customer service officers (insurance-trained)
- Adequate backup staffing to ensure business continuity
- All staff must complete HKAA-approved training before handling cases

8. Technology & Reporting Requirements

- Provide a robust CRM / ticketing system for case tracking
- Monthly performance reports (KPIs, complaints, claims statistics, etc.)
- Secure data handling in compliance with PDPO and IA requirements
- Capability to integrate with HKAA systems



中國香港汽車會

HONG KONG, CHINA AUTOMOBILE ASSOCIATION

Est. 1918



9. HKAA Insurance Portfolio & Commercial Values

Current Insurance Portfolio Overview

- Product types offered: 95% Private vehicle insurance + a few Travel, Home, Fire, Domestic Helper & Employees' Compensation insurance
- Number of active policies: At least 700 per year
- Member demographics: Age 20–85, driving experience from 10 months onward
- Distribution channels: Walk-in client via Whatsapp/HKAA website (Email), referral from existing member

Commercial Values

- Annual premium volume: Approximately HK\$500,000 commission received
- Commission structure: Average 20% commission rate
- Claims ratios: Less than 10 cases per year
- Growth trends: Slight growth in commission per case (~5%)

Additional Notes

- Special underwriting arrangements: Normal
- Existing insurer partnerships: AXA, China Taiping, Liberty, Zurich
- Expected service improvements: Enhance customer support via chatbots and digital assistants

10. Contract Term

- Initial term: **2 years**
- Option to extend for an additional 1–2 years, subject to satisfactory performance
- Include clear termination clauses, transition-out plan and exit management obligations

11. Evaluation Criteria

Proposals will be evaluated based on the following criteria (indicative weighting):

- Service Model, Staffing & Implementation Plan 25%
- Experience & Track Record (especially affinity/group insurance) 20%
- Proposed Responsible Officer & Team Quality 15%
- Technology, Data Security & Compliance Measures 15%
- Pricing Structure & Commercial Competitiveness 20%
- References & Overall Value Proposition 5%

12. Proposal Submission Requirements

Tenderers must submit:

- Company profile and valid IA brokerage licence details
- CV and licence copy of the proposed Responsible Officer



中國香港汽車會

HONG KONG, CHINA AUTOMOBILE ASSOCIATION

Est. 1918



- Detailed service model, staffing plan and transition arrangement
- Customer service workflow and KPI commitment
- Pricing structure (fixed fee, per-policy fee, commission sharing, hybrid model – with transparent breakdown)
- PDPO compliance and data security measures
- Confidentiality procedures and references from similar clients
- Professional Indemnity Insurance details (minimum HK\$10 million recommended)

Submission Instructions: Please submit **one original hard copy** and **one soft copy (PDF)** in a sealed envelope clearly marked “**Confidential – Tender HKAA/20260325-001**” to:

Hong Kong, China Automobile Association [Marsh Road, Wanchai Reclamation, Hong Kong]
Attention: [Mr. Julian Cheung]

Alternatively, submit via email to [general@hkaa.com.hk] with password-protected files.

Late submissions will not be considered. HKAA reserves the right to accept or reject any tender, or cancel the tender process, without giving reasons.

13. General Terms

- The service provider shall maintain adequate Professional Indemnity Insurance and other relevant coverage, naming HKAA as additional insured.
- HKAA shall have the right to audit the service provider’s records and systems at any time.
- Any subcontracting requires prior written approval from HKAA.
- Governing Law: Laws of the Hong Kong Special Administrative Region.
- All costs incurred in preparing the tender shall be borne by the tenderer.

HKAA looks forward to receiving high-quality and competitive proposals from experienced insurance brokers.

For enquiries, please send an email to [general@hkaa.com.hk].

Julian Cheung, President

For and on behalf of HKAA