

Nomination: 6911

Creating the Optimal Employee Experience

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Cathay United Bank

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Creating the Optimal Employee Experience

Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F01 - F48 Solutions & Implementations > F14 - Employee Engagement Solution - Implementation

Solutions & Implementations Submission Format

Written Answers

a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. Required

CUB is dedicated to providing the best possible employee experience in all areas by following a people-oriented management philosophy, which means that we take care of employees so that they feel secure and content from the moment they join us. We achieve this by combining comprehensive systems with cultural development. Every year, we review these plans on a regular basis according to market practices, and provide competitive salaries and benefits as well as a range of learning resources and family care programs, with a view to ensuring that our employees are supported during every important moment in their lives. Our annual employee surveys provide feedback to evaluate the well-being of our employees.

b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). Required

We support employees in all their important moments by putting ourselves in their shoes. We also offer the best employee experience, and constantly review our employee well-being index every year, which includes:

1. Competitive Salaries and Benefits

CUB provides competitive salaries along with comprehensive long-term employee benefits every year. We prioritize supporting our employees' career growth while also taking care of their family and retirement needs.

2. Diverse Training Programs

CUB places a strong emphasis on employee learning and development, using both online and offline channels to provide a variety of learning resources, employee learning communities and digital libraries. As the only bank in the industry to offer study leaves, we hope that our employees will thrive with us.

3. A Friendly and Flexible Workplace

By understanding our employees' needs, CUB aims to forge a friendly, flexible, and efficient workplace, starting from the workplace environment.

4. Diversity and Inclusion

Our Cathay Human Rights Policy outlines policy for protection of human rights. Relevant training is also provided annually.

5. Charity Work and Employee Prosperity

Employees have volunteered to promote financial education in schools through the underprivileged support program.

c. For the nomination of a product or service, outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). Required

CUB continues to invest a variety of resources in order to create the best experience for our employees and improve their well-being. In 2022, we invested more than USD 3 million in employee training, more than USD 1.2 million in workplace improvement, and more than USD 16.67 million in benefits. Because employees are our most important assets, we spare no effort when it comes to investing in them, and we keep track of their needs and feedback. Up to 95% of our employees indicated that they have adapted well to the new coworking culture. Due to our diverse and inclusive culture, employees from more than ten countries have chosen to work for us. Our 2022 employee engagement survey showed an overall satisfaction score of 4.22, with the well-being score standing at 4.21 out of 5, demonstrating strong recognition of our strategies and measures. A strong correlation exists between our investment in employees and their sense of well-being, and we look forward to accompanying them through the most important moments of their lives and creating the best experience for them so that we can grow closer and work toward mutually beneficial outcomes.

