

Sinotrust Got a High Appraisal for “The Social Satisfaction Assessment Project of Shenzhen Maritime Safety Administration”

Shenzhen, February 9, 2012----Upon the invitation of the Shenzhen Maritime Safety Administration (SZMSA), Guangzhou Branch of Sinotrust attended the “Shenzhen Maritime Safety Administration Working Conference 2012”, during which Sinotrust reported the research results of the “Shenzhen Maritime Safety Administration Satisfaction Assessment 2011”.



Initiated on October 24, 2011, the said project lasted for about 80 days. During the project preparation process, the middle and high-level Party and government leaders of Sinotrust Project Group and SZMSA had in-depth discussions and carried out research oriented to the society and targets on such service channels as the Government Affairs Center of Maritime Department, hot line service, organ and office service, on-site service, Internet service, in addition to the intercept interviews and telephone interviews on the satisfaction with relative government affairs of the “Government Affairs Center of Maritime Department”, “organs and offices” as well as “relevant external organizations”.

In the social satisfaction assessment index system established by Sinotrust for SZMSA, there are five levels and 161 sub-item assessment indexes; the “overall satisfaction” of first-level index is composed of the satisfaction of 12 second-level indexes and five service channels.

Based upon the four indexes in SZMSA's original social satisfaction assessment, such as “law enforcement quality”, “work efficiency”, “civilized law enforcement” and “honesty condition”, the second-level indexes are expanded to 12 ones, which are subdivided into “quality perception” and “brand perception” types. 20-30 sub-indexes are set in line with the five service channels designed, and each channel also independently assesses its key indexes – “law enforcement quality”, “work efficiency”, “civilized law enforcement” and “honesty condition”. Statistics show that the matching parameters of the satisfaction assessment model established reach a good level.

Through Sinotrust's comprehensive and rigorous research and assessment, the actual and overall social satisfaction of SZMSA obtained a high score of 91.45. With regard to the four highlighted indexes - "law enforcement quality", "work efficiency", "civilized law enforcement" and "honesty condition", it approached or surpassed 93 points, and had outstanding performance of nearly 95 points in respect of "civilized law enforcement" and "honesty condition".

After the "Shenzhen Maritime Safety Administration Working Conference 2012", SZMSA decided to deliver a special report to the China Maritime Safety Administration on the third-party social satisfaction assessment outcomes. Meanwhile, it spoke highly of and extended its gratitude to Sinotrust for the latter's excellent professional performance and report work in this social satisfaction assessment project. It is also learned that *Shenzhen Special Zone Daily* covered the meeting and the social satisfaction assessment results on February 10, 2012.

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