

# Amana Takaful awarded ISO system certification

AMANA Takaful was recently awarded the ISO 9001:2008 certification for both its General and Life Takaful businesses as part of its endeavour to continuously provide higher service standards to its discerning customers. ISO 9001:2008 is a system certification that the company intends will improve its Quality Management through continual improvement.

Zaid Aboobucker, General Manager Operations and Medical Takaful of Amana Takaful Plc highlighted the importance of being ISO certified adding that it was a team effort that made it possible which will also be the secret of its continuation. "We embarked on obtaining the ISO certification as part of our continuing efforts to improve our service delivery. It is our belief that this will provide us a good platform through which we

can develop better service standards for the future," he said.

ISO 9001:2008 certification is awarded to companies that meet with the highest Quality Management Standards stipulated by the International Standards Organisation. The Accreditation Auditors, Det Norske Veritas (DNV, Netherlands), assessed Amana Takaful's overall operations covering General Takaful, Medical Takaful and Life Takaful. A customer centric approach was the key focus for assessing quality management to ensure that service is provided to the best of standards in terms of customer satisfaction and speedy service.

The ISO standards are based on 8 Quality Management Principles, which are aligned with the philosophy and objectives of most quality award programmes. These

principles are Customer Focus, Leadership, Involvement of People, a Process Approach, a Systems Approach to Management, Continual Improvement, a Factual Approach to Decision Making, and Mutually Beneficial Supplier Relationships.

Amana Takaful Plc is the Sri Lankan pioneer and flag bearer of the Takaful way of insurance that redefines how insurance is carried out. Takaful is a refreshingly new concept of risk management that is based on mutual and collective efforts of customers to safeguard their individual and combined risks that makes them owners of the fund and the underwriting profit that is made. Amana Takaful Plc has been operating for over a decade in Sri Lanka and has a full-fledged operation in the Maldives since 2003.



Amana Takaful PLC General Manager Operations and Medical Takaful Zaid Aboobucker (right) receives the ISO 9001:2008 certification from DMV Lead Auditor Kulasingham Vivekananthan. Others from left are Amana Takaful PLC Manager Risk Abdullah Aboobucker, Project Consultant Prabath Samarasinghe, Amana Takaful GM and CEO Reyaz Jeffrey and Amana Global General Manger Fawas Farook