



Staff Development

In 2005, the Company spared no effort to a corporate environment that emphasized expertise incubation and exchanges and encouraged staff to proceed with continuous learning. Through the implementation of staff training, the Company upgraded occupational skills of its staff, explored their potential and established a high-quality staff team

Over the past year, in line with the transformation of its business model, the Company offered training to its general manager-grade management officers in turn. A total of 349 general managers attended the training. To improve its executorial capabilities, the Company offered large-scale training targeting management officers at the middle tier in the aspects of sales and marketing, customer service and operation and maintenance, with the focus of practical management experience. A total of more than 26,000 management officers and key technical staff attended these training programmes. The management of the Company placed much emphasis on communication with management officers of different levels. Chairman Chang Xiaobing and President Shang Bing also made use of every opportunity to come to the site to communicate with management officers of all levels while they were receiving training and listened to their views about the Company's development and operation. They encouraged all management officers to cooperate with one another to better bring team spirit into play.

In 2005, the Company made full use of its strength in network resources to establish the corporate occupational qualification certification online examination system to

standardize business skills. During the year, the Company successfully completed the customer service occupational qualification certification online examination. A total of 13,485 customer service officers sat for the examination with a passing rate of 92.6%. Through the implementation of customer service professional qualification certification, the Company could guarantee the service standard and increased customer satisfaction.

In December last year, at the first China Human Resources Management Award organized by the China Enterprise Evaluation Association, the Company was elected one of the Top 10 Enterprises and was awarded the "1st China Human Resources Management Achievement Gold Prize. As at the end of December, 2005, the Company has a total of 53,070 staff.

Overview of staff information in 2005

	2005
Average age	31
Education background	
Tertiary graduates or above	48%
Including postgraduates	4%
Turnover rate	5%