

Unit: II2 Advise customers as an insurance provider

Overview

This unit is suitable for you only if the firm in which you work provides advice to customers about new business, existing business or matters relating to claims. In this unit, you will gather and analyse information to assess the customer's requirements and needs, and you will identify products or courses of action which best meet these. You will then present your recommendations to the customer and agree actions to be taken. Before making the agreement, you will explain to the customer the features, benefits and any disadvantages in the action you have proposed and you will discuss with the customer any preferences he/she may have, and the significance and implications of these.

Outcomes of effective performance

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| II2/O1 You gather and select sufficient information about the customer's requirements to allow you to evaluate needs and requirements for advice | II2/O7 You provide all required documents in support of your recommendations |
| II2/O2 You analyse and evaluate all relevant information in accordance with the customer's insurance needs and requirements | II2/O8 You confirm that the customer understands your recommendations |
| II2/O3 You identify any potential difficulties which may affect the advice given, and take appropriate action when necessary | II2/O9 You discuss any changes to your recommendations requested by the customer |
| II2/O4 You identify products or courses of action which best meet the customer's needs and requirements | II2/O10 You reach agreement with the customer on the actions to be taken |
| II2/O5 You offer only products or services which you are authorised by your employer to recommend | II2/O11 You make complete and accurate records |
| II2/O6 You present your recommendations to the customer, explaining the features, benefits, disadvantages and risks of the action you propose | II2/O12 You comply with relevant legal requirements, industry regulations, organisational policies and professional codes |

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Behaviours which underpin effective performance

- II2/B1 You evaluate situations and information effectively and make appropriate decisions
- II2/B2 You present information clearly and concisely
- II2/B3 You encourage customers to ask questions and seek clarification
- II2/B4 You use information and knowledge effectively, efficiently and in the client's best interests
- II2/B5 You show understanding of others and deal with them in a professional manner
- II2/B6 You pay attention to details that are critical to your work
- II2/B7 You carry out tasks with due regard to your organisation's policies and procedures, including those covering health and safety at work

Knowledge and understanding

1. Your organisation's customer service procedures (including dealing with complaints)
2. Sources of advice and information relevant to your recommendations
3. How to access customer records
4. Your organisation's procedures for contacting underwriters
5. The existence and purpose of databases in relation to insurance
6. Your organisation's procedures for handling claims
7. The roles and functions of potential interested parties relating to claims applications
8. The features, terms and conditions of the products and services you recommend
9. Your organisation's policy and procedures regarding writing to customers
10. The limits of your own personal authority
11. Your organisation's requirements relating to the application of codes, laws and regulatory requirements, including health and safety, as they impact on your activities