

Customer Protection

Group Name:

Fuji Team

Channel	Operation	Examined Items	Important matters for customer protection	Measures
Tied Agent	Product Development	Sales Illustration	Inform customer of insurance benefit and premium	Sales illustration include guaranteed cash value/ projected surrender value
		Existing customer data	New product to meet policyholder needs	Big data to generate statistics of customer needs to develop new product
		Market research report	Understand demography and develop product based on needs	Purchase data from outside company
		Agents Survey and focus group	Understand customer needs through agency feedback	To collect opinions and ideas from agents quarterly
	New Business	Fact finding	Customer needs analysis / need based selling	To collect personal information and financial data from customer
		Application handling	Efficient underwriting & policy acceptance	Set benchmark on turn around time, ex : 4 days to deliver policy
		Agency Compliance	Strict rules to prevent churning of policies	Hold back commission
		Recruitment	Screening agents profile (Selection)	Conduct series of interview and checking information from informal channel ex: fb
		Training	Immediate announcement or warning to agents	Online training to agent to avoid mis-selling
		New technology for marketing	On line selling for quick policy issuance	Provide facility to customer to fill up application form
	Policy confirmation	Notification to customer when application approved or rejected	Automatic reply	

	Customer Service	Compliance	Annual statement	Annually send to clients with automatic notification.
		Customer references	Customer Awareness Campaign / promotion of life Insurance Product	Social media surveys (having gifts to customer who participate)
		New technology	Storing voicing claims into text	Voice recording & recognition system
	Call Center	Quality control	Welcome call to customer	Show appreciation to customer and explain again the policy benefit
		Quality control	24/7 hours customer service ex: provide customer information	To attend to customer call at all time