

TREATING CUSTOMERS FAIRLY

Customers are at the heart of everything that we do as a business. TCF is an ongoing life style or attitude and not prescriptive. It is not about treating customers nicely but must be how we satisfy their needs and requirements. A customer may have been delighted with the way that we have dealt with them but they may not have been dealt with fairly.

It is best, and easiest, to remember that we must be treating customers how we would want to be treated ourselves.

They must have trust and confidence in the way we act for them.

Customers require fair, clear and unbiased advice from knowledgeable and competent people. This requirement continues from first encounter throughout the life of the policy and beyond, if applicable.

If something goes wrong we must be open and positive about our complaints procedure and show that this, too, demonstrates that we are treating customers fairly. We will then examine the outcome to identify any problems and use any shortcoming shown as a training tool for individuals and to ensure existing systems are robust or whether they need to be changed, where necessary, to ensure there is no repeat.

There are key areas where we can demonstrate TCF:-

Senior Management Strategy, commitment and process

TCF procedures are a "two way" street and need to be accepted and agreed by everyone involved. All ideas are discussed between staff and management before implementation. These are constantly reviewed to ensure best practice. An "open" approach is used whereby all staff members are given full management information regarding new business, renewal retention and lapses and complaints. Regular meetings are held with management and staff members to keep everyone informed as to what is going on. All suggestions are fully discussed by the team and implemented if appropriate. We are committed to ensuring that we treat customers fairly.

Culture and reward

Staff remuneration does not, and will not, include any element of sales incentive. In the same way it is not necessary for staff to have knowledge of the commission rates applicable from different Insurers. The remuneration practice will be compatible with the interests of our customers and the advice given will then be unbiased towards any particular company but solely aimed to whatever suits the customers needs best. All staff members receive an annual assessment and review where salaries are discussed in accordance with individual's own performance.

Strategic Change

Any changes in strategy are as a result of changes in business circumstances. They are not dictated by management but, as all systems and procedures are monitored to ensure suitability, it is everybody's responsibility to ensure this and challenges are encouraged.

Relationships with Insurers, Intermediaries and Third Parties

As a responsible, professional firm we are obliged to engage others that we deal with in a manner which reinforces our professionalism. In practical terms this means that we must equally apply TCF principles subject to the constraints of current legal legislation.



Management Information

In order that all staff can undertake their duties to the best standard, it is important that they are aware of how the business is fairing. All members of staff are encouraged to have the full information about numbers of new business, renewal retention and lapses. Where policies are not renewed, all policyholders are contacted to establish the reason why their policies have not renewed. If we have a hole in the bottom of the bucket we need to know the reason. The information obtained from this can be collated and used to ensure that we are conducting ourselves as professionally as possible.



Marketing and Promotion

Our advertising is restricted, on purpose, to information and name awareness only. We only give details of who we are, what we do and how to contact us. We do not advertise misleading promotions such as "free contents".

Literature

All of our literature is current documentation from Insurers only. Any paperwork issued by us is laid out in clear and precise terms and in a manner that is easily understood. We do not have any "small print".

Sales and Advice

All customer-facing staff members are able to give informed advice and are encouraged to ask for training where a weakness is perceived. Constant, ongoing monitoring ensures that knowledge is up to date and training issues are addressed without delay. The use of jargon is unacceptable and customers must be encouraged to ask questions to ensure that the advice is understood.

Complaints Handling

Any dissatisfaction shown by customers must be regarded as a potential complaint. The matter must be referred to senior management who will deal with the issue in accordance with the laid down complaints procedure. Any shortcomings in the manner that we deal with customers will be addressed immediately.

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