INSURANCE INDUSTRY'S CUSTOMER SERVICE CHARTER

Pillar 2		PRODUCT TRANSPARENCY
Description		• Give advice based on your needs and personal situation • Clearly explain what each product offers, the risks and who it is suitable for. • Only add optional benefits if you clearly agree to them. • Provide the same clear information across all channels, with extra care for vulnerable customers.
Expected Outcome		TRUSTWORTHINESS
Service Level Target		1. Needs assessment completed for every sale 2. Product features and risks clearly explained 3. Explicit consent obtained for optional benefits 4. Same information provided across all channels 5. 30-day cooling-off period offered
No.	**Commitment**	**Service Level**
1.1	**We will ensure knowledgeable and ethical staff and agents are available to serve customers.**	• Ensure employees and intermediaries are properly trained on all products and services offered. • Provide training at every new product launch and regular refresher courses on existing products. • Implement regular Treating Customers Fairly (TCF) training for all intermediaries. • Conduct sales quality reviews, persistency monitoring, and annual compliance audits with corrective actions for breaches

1.2	**We will strive to understand your needs and personal situation before recommending any product.**	• Listen attentively to understand customer needs and preferences. • Conduct thorough needs and affordability assessments for every customer before advising. • Ask for requisite information and documents to advise accordingly, in compliance with the Data Protection Act, 2019. • Document and retain assessment records with every sale and provide transparent rationale upon request. • For vulnerable customers, conduct additional suitability checks and post-sale verification within 90 days via their preferred channel.
1.3	**We will offer suitable product options to meet your needs and clearly explain each option.**	• Present options of suitable products and services based on customer needs assessment. • Ensure 100% adherence to plain language pre-sale disclosures covering features, riders, fees/charges, waiting periods, exclusions, and cooling-off rights as per IRA guidelines. • Clearly explain product features, benefits, risks, and who each product is suitable for. • Explain why the recommended product best fits the customer's circumstances. • Monitor product performance to ensure promises are kept and use insights to improve customer experience.
1.4	**We will only add optional benefits or use your information if you clearly agree**	• Obtain explicit opt-in consent before adding any optional riders or benefits. • Clearly explain the additional cost and value of each optional benefit. • Obtain separate explicit consent before using customer information for marketing and research purposes. • Handle all customer information in accordance with the Data Protection Act, 2019 and IRA guidelines on customer data management.

1.5	**We will provide consistent and clear information across all channels, with extra care for vulnerable customers.**	• Maintain consistency in product information across agents, website, portal, call centre, branches, and marketing materials. • Ensure customers receive the same critical details regardless of the channel used. • Perform regular audits and updates of digital and physical information to ensure accuracy and adapt to regulatory changes and new insights from IRA. • Communicate with vulnerable customers through their preferred channel to verify appropriateness.
1.6	**We will offer a cooling-off period for your peace of mind.**	• Provide a minimum 30-day cooling-off period with full refund available if no claims have been filed and policy is cancelled within this timeframe, in line with IRA requirements.