

# Customer Impact Scheme

## Report

Putting customers at the heart of our business and treating them fairly are key to us at Zurich Assurance Ltd (Zurich).

We are committed to delivering good service and continual improvement in a way that makes us easy to do business with. As part of our ongoing commitment to customers we participate in the Association of British Insurers' (ABI) Customer Impact Scheme.

### Customer Impact Scheme

The objectives of the scheme can be summed up by **three customer commitments** that we have agreed to meet:

1. Developing and promoting products and services which meet the needs of customers.
2. Providing customers with clear information and good service when they buy products.
3. Maintaining appropriate and effective relationships with customers, providing them with a good service after they have bought a product.

As Zurich work closely with the adviser community to deliver these commitments, we fully recognise the importance of advisers in achieving these.

### Our progress towards the scheme commitments

We have undertaken activities in a variety of areas that demonstrate our support of the Scheme commitments. Some examples of these are that we:

- have undertaken market research to help us develop new products that further meet customer needs and we seek regular customer feedback on existing products (commitment 1)

- launched new investment funds to provide many customers with more choice (commitment 1)
- produced new literature to help customers with choices available within their products, for example, guides to putting plans into trust (commitment 2)
- carried out surveys of customers to ensure that they have had clear information and good service. We ensure that any areas of improvement are followed up (commitments 2 & 3)
- have given regular training to improve staff skills and knowledge to deal with customer enquiries (commitments 2 & 3)
- completely reworked our customer complaints process to make it easier for customers to register their complaints and we also now ask for feedback on every complaint handled (commitment 3)
- helped customers to get the advice they need on their existing plans by advising them of their choices to obtain financial advice and referring them to advisers where requested (commitment 3)

## How we measure our progress

We have a wide range of measures that we use to monitor our progress. The types of measures that we have are:

### Customer Commitment

1. Developing and promoting products and services which meet the needs of customers
2. Providing customers with clear information and good service when they buy products
3. Maintaining appropriate and effective relationships with customers, providing them with a good service after they have bought a product

### Qualitative Measures

- ✓ example – market research with customers
- ✓ example – causes of customer complaints
- ✓ example – customer comments on feedback surveys

### Quantitative Measures

- ✓ example – volume of customers cancelling plans in the first year
- ✓ example – accuracy of new business applications processed
- ✓ example – percentage of customers we have written to in last 12 months

## Future plans

Some of our areas of focus for the coming year are:

- Development of new products to meet customer requirements in a changing marketplace
- Improving our electronic processing for advisers enabling them to serve customers better when taking out a new plan with us
- Introducing new guides to help customers with key information
- Tracing customers who haven't told us they've moved

We are committed to continually improving the experience of our customers. The Customer Impact Scheme is one of several ways that we review and monitor our performance.

We have implemented actions to make sure that treating customers fairly is part of our normal day to day operations and as part of this senior management monitor performance against qualitative and quantitative measures, including those identified above. We will continue to focus on these areas to make sure that we are putting customers at the heart of our business.

We have found membership of the Customer Impact Scheme helpful and we look forward to building upon our first year in the scheme over the coming years.

*Because change happenz™*