

## INSURANCE INDUSTRY'S CUSTOMER SERVICE CHARTER

<b>Pillar 3</b>		<b>TIMELY, TRANSPARENT &amp; EFFICIENT SERVICE</b>
<b>Description</b>		<p>Deliver a seamless service wherein customers are aware of:</p> <ul style="list-style-type: none"> <li>• Insurers' responsibilities towards customers.</li> <li>• Expected service standard and time taken to deliver these services, i.e. time taken to answer enquiries / resolve complaints.</li> <li>• Where and how to obtain information required i.e. product features and costs.</li> </ul>
<b>Expected Outcome</b>		<b>CUSTOMER SATISFACTION</b>
<b>Service Level Target</b>		<ol style="list-style-type: none"> <li>1. 80% of customers are being served within the expected service level and timelines.</li> <li>2. 100% of customers are issued with policy documents in a timely manner.</li> <li>3. Declining complaints ratio.</li> </ol>
No.	Commitment	Service Level
3.1	<b><u>We will set clear responsibilities</u></b> towards customers and uphold it.	<p>A standard commitment on clear responsibilities to be a mandatory write up on all client charters should cover the following guiding principles:-</p> <ol style="list-style-type: none"> <li>1) A clear and concise objective of the Charter.</li> <li>2) Mission.</li> <li>3) Values to be provided to the customer, e.g. fairness, transparency, integrity, ethics, professionalism, timeliness.</li> <li>4) Efficient/effective communication channels.</li> </ol>
3.2	<b><u>We will set clear expectation on time</u></b>	<b><u>To include a clear expectation on time taken for various services:-</u></b>



	<p><b>taken</b> for various services.</p>	<p><b>1. <u>Delivery of Services</u>:-</b></p> <p>Information on turnaround time on delivery of services must be made available in the Clients Charter through various channels (head offices / branches / brochures / call center / website / social media).</p> <p><b>2. <u>Standards to be adopted</u>:-</b></p> <p>Serve Walk-in Customer Promptly:</p> <ul style="list-style-type: none"> <li>Customer Waiting Time: Within 10 minutes.</li> </ul>
<p>3.3</p>	<p>We will ensure efficient <b><u>policy servicing</u></b> and providing relevant documentation in a timely manner.</p>	<p><b>1. Customers shall be informed of each step and documentation required to alter, renew, surrender or cancel a policy, e.g. what happens when there are changes to the policy, notice on renewal, etc. as well as consequence arising from any of these actions.</b></p> <p><b>2. Customers are to be reminded in the renewal notice to inform the insurance company of any changes in the risk before renewal.</b></p> <p><b>3. The standard operating procedure on dealings with customers must be clearly complied with.</b></p>
<p>3.3(a)</p>	<p>We will ensure efficient <b><u>policy servicing</u></b> and provide relevant</p>	<p><b><u>Life &amp; Health</u></b></p> <p><b>1. Policy Account Turnaround Time (from receipt of full documentation, information and payment of premium):-</b></p>



	<p>documentation in a timely manner <b><u>(Life &amp; Health)</u></b></p>	<p>a) <u>Policy Issuance (upon acceptance in the policy system)</u></p> <p>New and Existing Customer:-</p> <ul style="list-style-type: none"> <li>i) Standard cases - within 5 working days</li> <li>ii) Additional information required / pre-existing medical condition / complex cases - within 10 working days</li> </ul> <p>b) Change of policy account details (endorsement):</p> <ul style="list-style-type: none"> <li>i) Policy Changes (Non-financial) : within 3 working days</li> <li>ii) Policy Changes (Financial) :             <ul style="list-style-type: none"> <li>o Standard cases - within 5 working days</li> <li>o Non-Standard cases - within 10 working days</li> </ul> </li> </ul> <p>c) Reinstatement: within 10 working days (with payment &amp; complete documentation)</p> <p><b>2. Renewal notice issuance:</b></p> <ul style="list-style-type: none"> <li>i) For policy with guaranteed renewal, premium due notice will be issued not less than 30 calendar days before the next premium due date.</li> <li>ii) Notification of Revised Premium to renewable basic term policy / term rider will be issued not less than 30 calendar days before the expiry of existing policy / rider.</li> </ul>
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<p>3.3(b)</p>	<p>We will ensure efficient <u>policy servicing</u> and provide relevant documentation in a timely manner</p>	<p>3. Cancellation/surrendering of policy: 10 working days upon receipt of full documents - to also include processing of refund premium.</p> <p>4. Issuance of medical / hospitalization card for individuals - Within same business day of policy issuance.</p> <p><i>Note: The timelines above do not take into account onboarding process - insurers have their own onboarding process/introduction to its products and services.</i></p> <p>1. Policy Issuance (upon acceptance in the policy system)</p> <p><u>New and Existing Customer:</u></p> <ul style="list-style-type: none"> <li>- Life Insurance - within 10 working days <i>(applicable for individuals only, not applicable to group)</i></li> <li>2. Change of policy details / reissuance upon lapse / endorsement (upon acceptance in the policy system):             <ul style="list-style-type: none"> <li>- Life Insurance - within 5 working days</li> </ul> </li> <li>3. Renewal notice issuance: 30 calendar days before expiry of existing policy.</li> <li>4. Cancellation/ surrendering of policy (including refund of premium).             <ul style="list-style-type: none"> <li>- Non-Motor - within 7 working days</li> </ul> </li> </ul>
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<p>3.4</p>	<p><b><u>We will be open and transparent</u></b> in our dealings</p>	<p><i>Note: The timelines above do not take into account onboarding process - insurers-have their own onboarding process/introduction to its products and services.</i></p> <p>The following information shall be easily accessible and made available through the various channels of communication such as branches / brochures / call centres / social media / website:</p> <ol style="list-style-type: none"> <li>1. Product related details, i.e. product features, product disclosure sheets, terms and conditions, key facts and exclusions will be shared at the point of sale.</li> <li>2. Fees, charges (other than premiums), and interest (if any) as well as obligations in the use of a product or service (e.g. when premium needs to be paid and explaining payment before cover warranty).</li> <li>3. Anti-fraud statement and key points to remember, i.e. confidentiality of customer information, free look period of not less than 15 calendar days to reject or accept applications.</li> <li>4. All the above information shall be explained and stated using simple words and in an easy to understand manner.</li> </ol>
<p>3.5</p>	<p>We will follow through and provide the requisite answers / updates to customers' <b><u>queries &amp; complaints</u></b> promptly</p>	<ol style="list-style-type: none"> <li>1. Phone             <ul style="list-style-type: none"> <li>• Where no follow up is required - Immediate such as first call resolution.</li> <li>• Where follow up is required - Within 3 working days from the date of the first call.</li> </ul> </li> <li>2. Written (Email, fax, written letter &amp; social media)             <ul style="list-style-type: none"> <li>• For Email/Social media:-                 <ul style="list-style-type: none"> <li>○ Provide acknowledgement response within 1 calendar day.</li> </ul> </li> </ul> </li> </ol>



<p>3.6</p>	<p><b>We will ensure consistent and thorough complaints handling</b></p>	<ul style="list-style-type: none"> <li>○ Acknowledgement to include expected timeline and any other relevant information.</li> <li>○ Non-complex enquiry - respond within 3 working days from date of receipt.</li> </ul> <ul style="list-style-type: none"> <li>● <b>For letter or fax</b> <ul style="list-style-type: none"> <li>○ Enquiries will be replied within 3 working days from the date of receipt on non-complex enquiries.</li> </ul> </li> </ul> <p><b>3. Counter/Branches</b></p> <ul style="list-style-type: none"> <li>● Where no follow up is required, insurers will endeavor to provide first touch point resolution immediately.</li> <li>● Where follow-up is required - within 5 working days from the date of the first visit.</li> </ul> <p><i>Note: Where enquiry is complex, insurers will provide a reasonable timeframe and keep the customer updated accordingly.</i></p> <ol style="list-style-type: none"> <li><b>1. Customers shall be informed of the various options for submitting a complaint through available channels, depending on the insurers channel presence and whichever applicable, i.e. provide complaints unit contact details (telephone number and address), website, social media, etc.</b></li> <li><b>2. A verification process has to be performed on the policyholders / participants.</b></li> <li><b>3. Communicate clearly on the issue and gather adequate information for an informed resolution.</b></li> </ol>
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