

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Sales & Distribution Management

Title	Assess customers' needs
Code	105476L4
Range	This unit of competency is applicable to those who are responsible for analyzing customers' needs and assessing the appropriateness of products. It involves identifying customer's insurance and investment needs, performing risk profiling for customers, analyzing company's products to match the identified needs and recommending the right products to customers.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of needs analysis for different insurance products to be sold <ul style="list-style-type: none"> • Comprehend company's products and target segments • Comprehend essential and specific features, benefits, coverage and exclusions of products • Comprehend models of evaluating protection needs for insurance products • Comprehend statutory requirements, mortgagee's requirements, hire purchase company's requirements for general insurance products • Know how to use needs analysis tools if provided by company or how to use financial calculator to perform quantitative analysis manually 2. Assess customer needs <ul style="list-style-type: none"> • Understand background of customers • Use questions that help customers to express their needs • Understand and identify genuine needs of customers • Help identify the hidden needs of customers • Find out customer's financial status, budget and objectives • Analyze customer requirements to determine customer insurance needs • Establish financial goals, perform risk and personal profiling to assess investment needs, if any • Determine which company product(s) will be able to accommodate customer needs • Determine sum insured and insurance plans • Recommend product(s) for customer 3. Recommend right products to fulfill customer insurance and investment needs <ul style="list-style-type: none"> • Evaluate insurance and investment needs of customer based on thorough analysis of background and requirements • Recommend suitable products to customers and evaluate the appropriateness of the selected products to customer needs.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to employ analytic skills and tools to evaluate customers' financial needs • Able determine aptness of selected products against customers' requirements • Able to recommend appropriate products to achieve customers' insurance and investment needs.
Remark	This unit of competency is also applicable to general insurers and life insurers.