

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

**Functional Area: Policy Service**

Title	Contact customers for deferred and/or declined applications
Code	105486L3
Range	This unit of competency is applicable to those who are responsible for contacting customers for deferred and/or declined applications. It involves understanding reasons for deferred or declined applications and contacting customers to explain such reasons.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in insurance arrangement <ul style="list-style-type: none"> <li>• Familiar with insurance market</li> <li>• Comprehend company's product terms and features</li> <li>• Possess good phone manners</li> <li>• Comprehend corporate insurance application guidelines</li> <li>• Able to use company's record management systems</li> </ul> </li> <li>2(a). Understand reasons for applications being deferred or declined <ul style="list-style-type: none"> <li>• Understand company guidelines regarding what causes an application to be deferred or declined</li> <li>• Comprehend company guidelines on how to explain to clients about deferred or declined applications</li> </ul> </li> <li>2(b). Contact customers for deferred and/or declined applications <ul style="list-style-type: none"> <li>• Contact customers by phone and/or email, according to the company guidelines and the customer's indicated preference, if any</li> <li>• Inform customers about the deferred and/or declined applications</li> <li>• Explain to customers reasons for the deferred and/or declined applications, if necessary, according to company's guidelines</li> <li>• Suggest to customers remedial actions, if appropriate, according to company guidelines</li> </ul> </li> <li>3. Ensure customers understand reasons for deferred or declined applications <ul style="list-style-type: none"> <li>• Inform customers about deferred and/or declined application professionally through ways deemed appropriate by customers and/or company guidelines</li> <li>• Clarify reasons for the defer and/or decline of application</li> <li>• Provide suggestions to rectify the situation.</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Able to comprehend company guidelines on application deferral/decline and subsequent contacting procedures</li> <li>• Able to inform customers about deferred and/or declined application with the appropriate manner</li> <li>• Able to explain to customers the reasons of deferred and/or declined applications</li> <li>• Able to provide suggestions or possible remedial actions.</li> </ul>
Remark	This unit of competency is also applicable to general insurers and life insurers.