

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

**Functional Area: Policy Service**

Title	Develop policy service guidelines
Code	105568L5
Range	This unit of competency is applicable to those who are responsible for developing policy service guidelines. It involves defining scope of services, working with relevant units to analyze workflow, establishing service pledges, developing step-by-step operation guide, and introducing the guidelines to relevant staff members.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in managing insurance policy services <ul style="list-style-type: none"> <li>• Comprehend corporate development strategy</li> <li>• Comprehend company's product terms and features</li> <li>• Comprehend regulatory requirements of different business units</li> </ul> </li> <li>2(a). Define guidelines on service workflow and performance requirements <ul style="list-style-type: none"> <li>• Define scope of policy service</li> <li>• Work with relevant business units to analyze service workflow</li> <li>• Analyze impact of regulatory requirements on workflow</li> <li>• Consolidate operation requirements for policy administration and related services for internal units and external parties</li> <li>• Identify critical service elements</li> <li>• Assess required performance levels</li> <li>• Establish service pledges</li> <li>• Explore potential sales and marketing opportunities in providing policy services to customers</li> <li>• Develop operational step-by-step guides and corresponding performance requirements</li> </ul> </li> <li>2(b). Introduce and implement policy service guidelines <ul style="list-style-type: none"> <li>• Introduce policy service guidelines to relevant staff</li> <li>• Provide training for staff in following service guidelines</li> <li>• Arrange implementation of guidelines</li> <li>• Set up channels to obtain feedback</li> <li>• Improve guidelines in light of staff feedback and changing market environment</li> </ul> </li> <li>3. Develop policy service guidelines to support corporate development <ul style="list-style-type: none"> <li>• Determine elements on service workflow and performance requirements to facilitate the formation of guidelines</li> <li>• Introduce policy service guidelines to relevant units</li> <li>• Evaluate and adjust guidelines based on staff feedback and changing market environment.</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 formulate policy service guidelines through consolidation of relevant service workflow and performance requirements</li> <li>• Able to establish operation requirements and service pledges for policy administration and related services</li> <li>• Able to develop policy service guidelines in accordance to corporate development and relevant regulatory requirements</li> <li>• Able to introduce policy service guidelines to relevant staff</li> <li>• Able to establish channels for the collection of feedbacks</li> <li>• Able to review and improve guidelines based on staff feedback and changing market environment.</li> </ul>
Remark	This unit of competency is also applicable to general insurers and life insurers.