

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