

# INSURANCE/TAKAFUL INDUSTRY'S CUSTOMER SERVICE CHARTER

<b>Pillar 2</b>		<b>KNOW YOUR CUSTOMER</b>
<b>Description</b>		<p>To understand a customer profile adequately which enables the insurers / takaful operators to:</p> <ul style="list-style-type: none"> <li>• Know and anticipate the customer's needs and preference.</li> <li>• Ask for requisite information and documents to best advise the customer.</li> <li>• Offer suitable products and services.</li> </ul>
<b>Expected Outcome</b>		<b>BUILD TRUST</b>
<b>Service Level Target</b>		<ol style="list-style-type: none"> <li>1. 90% of customers are served with suitable products and services which fit their needs and wants.</li> <li>2. Minimal complaints (<b>ratio</b> of 5% of total complaints) from customers are on not understanding what was offered and/or not having the suitable products and services.</li> </ol>
<b>No.</b>	<b>Commitment</b>	<b>Service Level</b>
2.1	<b>We will strive to help customers find the right product</b> to suit their needs	<ol style="list-style-type: none"> <li><b>1. Knowledgeable and ethical staff and agents are available to serve customers.</b></li> <li><b>2. Training</b> <ul style="list-style-type: none"> <li>• <b>Ensure employees and intermediaries are properly trained on products and services offered.</b></li> <li>• <b>Training must be provided any time a new product is launched and regularly as refresher courses on existing products.</b></li> </ul> </li> <li><b>3. Understanding Customers' Needs</b></li> </ol> <p><b>In order to understand the customers' profile adequately, insurers and takaful operators including their agents shall:-</b></p>

- **Listen attentively to the customers.**
- **Acknowledge and properly understand the customers' needs and preferences.**
- **Ask for requisite information and documents to advise the customers accordingly and in accordance with the Industry's Code of Practice on the Personal Data Protection Act 2010.**
- **Offer options of suitable products and services to meet the customers' needs and wants.**

**4. Any options provided to customers shall be explained and on an “opt-in-basis”, e.g. riders, sharing/using customer information for marketing and research purposes.**

*Note: Handling of customer information is governed by Bank Negara Malaysia's Policy Document on Management of Customer Information and Permitted Disclosures and insurers / takaful operators shall operate accordingly.*