

INSURANCE/TAKAFUL INDUSTRY'S CUSTOMER SERVICE CHARTER

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