

Client Retention Charter

Intermediary notifications

To help the intermediary we ask insurers to:

1. Send daily notifications of failed payments, cancelled direct debits and policy cancellations via a batch report or an individual email to a designated email address (not to individual advisers).
2. Notifications should contain at least the policy number, client name and a reason (e.g. cancelled DDM, missed payment or cancelled policy)
3. Notify intermediaries of direct debit reinstatement, change of contact details and changes to the cover.
4. New contact details should be shared with the intermediary unless the client has requested otherwise

Customer Letters

Providing clear and transparent communications to policyholders, when they miss payments, is also vital.

It should be easy for policyholders to pay missed premiums and to change their payment details.

To help policyholders we ask insurers to:

1. Send a minimum of two notifications to the policyholder, within the first four weeks of a missed premium or DDM cancellation, with the first notification being sent as soon as practically possible.
2. Ensure a clear call to action is stated on every communication, for example 'Call 0800 *****'.
3. Clear payment options should also be given, such as changing payment date, changing bank account and any alternative methods for paying arrears
4. Ensure all letters to the policyholder include the intermediaries name and contact details

Helping policyholders

Where a policyholder wants to keep their insurance in place, it should be made as easy as possible for them to do so.

Unnecessary barriers should not exist and options to help policyholders should be proactively given.

We therefore ask insurers to:

1. Allow instructions from intermediaries to restart and amend direct debit collections, on behalf of the policyholders
2. Allow reinstatement of cover for up to 90 days from the first missed payment, before a 'Declaration of Health' is required
3. Allow missed premiums to be paid by credit card, debit card or bank transfer
4. Allow customers to be spread arrears over at least three months if needed
5. Allow policyholders to make amendments to their policy to help with affordability, without requiring a new policy or new underwriting (for reductions in risk only).
6. As a minimum allowing reductions in the sum assured and removal of features, such as waiver of premium, fracture cover and optional children cover, should be allowed.