

# UNITED INDIA INSURANCE COMPANY LIMITED

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**POLICY FOR**  
**PROTECTION OF**  
**POLICYHOLDERS'**  
**INTERESTS**



Regd. Head Office - 24  
Whites Road, Chennai





## UNITED INDIA INSURANCE COMPANY LIMITED

# POLICY FOR PROTECTION OF POLICYHOLDERS' INTERESTS

### **1. INTRODUCTION**

United India Insurance Co. Ltd. regards customer service as a top priority and Customer Delight is an integral part of the Company's overall strategy. Every contact that our customers have with us is an opportunity to refine and enhance our standards of services.

We have developed our systems with the understanding that Customer Care is a crucial element in all aspects of our functioning since it affects the way our customers view our Company.

It shall be our continuing endeavor to design personalized experiences, measure customer feedback and make improvements in service on the basis of suggestions and ensure consistency and continuity in customer relationships.

### **2. OBJECTIVES**

The Policy focuses on the following main objectives:

- (i) Steps to be taken for enhancing insurance awareness so as to educate prospects and policyholders about insurance products, benefits and their rights and responsibilities.
- (ii) Service parameters including turnaround times for various services.
- (iii) Procedure for speedy resolution of complaints
- (iv) Steps to be taken to prevent misselling and unfair business practices at point of sale and service.
- (v) Steps to be taken to ensure that during policy solicitation and sale stages, the prospects are fully informed and made aware of the benefits of the product being sold vis-à-vis the product features attached thereto and the terms and conditions of the product so that the benefits / returns of the product are not misstated / misrepresented.

### **3. INSURANCE AWARENESS AND TRAINING**

We reach out directly to customers through our vast network of operating offices situated throughout the length and breadth of our country and through various distribution channels.

Insurance awareness is created through our Publicity activities such as informative product advertisements in print and audio-visual media, product brochures which give the highlights of the product coverage and exclusions, posters, billboards, bus and auto panels and other outdoor media.



Conduct of Customer seminars and Special Drive campaigns by offices is an important medium for spreading insurance awareness amongst our customers.

We inculcate the values of Customer Service and the importance of gaining Customer loyalty and ensuring Customer retention through training programmes to all sections of employees. We make trainees aware that it is the customer who chooses the insurer and not vice-versa and that employees play a vital role through positive attitude and caring services in gaining and retaining customers.

A trained knowledgeable marketing force is essential for ensuring that customers are informed and made aware about our products and services.

#### **4. VISION AND COMMITMENT**

##### **Our Vision**

- To become the most preferred insurer in India, with global footprint and recognition.
- To become a trusted brand admired by all stakeholders
- To become the best-in-class customer service provider, leveraging technology and multiple channels.
- To become the provider of a broad range of innovative products to meet the needs of all customer segments.
- To be a great place to work in with highly motivated and empowered employees.
- To be recognized for its contribution to the Society.

##### **Our Commitment**

##### **We shall**

- Act courteously, fairly and reasonably in all our dealings with the customers
- Make sure that our Policy documents and claim procedures are clear and simple
- Give complete information about our Products and Services
- Deal quickly with the grievances of customers and resolve them through nominated Customer Care Officers in all operating offices
- Respond to all commercially viable general insurance needs of the citizens to provide new covers and promote insurance inclusion.
- Continue to provide customized insurance products for the rural and weaker sections of the Society at affordable prices.
- Continue to develop a professional workforce for proper execution of the roles assigned to them.
- Have a regular consultative process with all our stakeholders and set up monitoring mechanism for delivery of promised services to our customers.

##### **Standards for Access to Citizens**

##### **We shall**

- Host on our website [www.uiic.co.in](http://www.uiic.co.in) all relevant information relating to working hours, documents required for issuance of policies and for claims settlement.
- Make available literature on products and services at all our offices.



- Reach out through electronic and print media, intermediaries and other communication channels.
- Enhance the access of citizens through Call Centre and Portals.
- Earmark the time between 3.00 PM to 5.00 PM of every Wednesday (next working day, in case Wednesday happens to be a holiday) for personal interaction between customers and Office-in-charge / Customer Care Officer of the Branch / Divisional / Regional Office for resolving the grievance.

#### **Standards of Fairness and Openness**

##### **We shall**

- Invite feedback from customers on services availed to suggest improvements.
- Review the standards of services offered annually with a view to improve the benchmarks.

#### **Standards for Servicing**

##### **We shall**

- Strive to adhere to the timelines as prescribed by the Regulator in respect of Policyholders servicing.
- Be clear and transparent in seeking fulfilment of requirements for settling a claim or any other service to the customer.

### **5. SERVICE PARAMETERS AND TURNAROUND TIMES**

We propose the following service parameters and turnaround times in respect of servicing Policyholders:

- a. Decision on acceptance of Proposal within 10 working days
- b. Issuance of Policies within 10 working days on receipt of complete Proposal Form and requisite premium.
- c. Issuance of Renewal Notice 15 days before expiry of Policy wherever applicable.
- d. Claims - Surveyor appointment, Report submission and settlement timelines :
  - (i) Appointment of Surveyor / Investigator within 48 hours of intimation of claim on working days.
  - (ii) Submission of final report by the Surveyor within 30 days of his appointment
  - (iii) If on receipt of a survey report, it is found incomplete in any respect, then the surveyor under intimation to the insured / claimant, shall be required to furnish an additional report on certain specific issues as may be raised by us. Such a request shall be made by us within 15 days of the receipt of the final survey report.
  - (iv) The surveyor shall furnish an additional report within 3 weeks from the date of receipt of such communication from us.
  - (v) On receipt of the final survey report or the additional survey report as the case may be, and on receipt of all required information / documents that are relevant and necessary for the claim, we shall, within a period of 30 days offer a settlement of the claim to the insured / claimant. If, for any reasons to be recorded in writing and communicated to the insured / claimant, we decide to reject a claim under the policy, it shall be done so



within a period of 30 days from the receipt of the final survey report and / or additional information / documents or the additional survey report as the case may be.

(vi) In regard to Health Claims, it shall be our endeavor to settle claims within 30 days from the date of receipt of last necessary document, in accordance with the provisions of the Regulation 27 of IRDAI ( Health Insurance ) Regulations, 2016.

- e. Claim status shall be provided to claimants at all stages of the claim through SMS / E mail.
- f. Claim shall be paid within 5 working days of receipt of the discharge voucher from the insured/ claimant.
- g. Grievance Redressal: The Customer Grievance Redressal System attached as **Annexure 1** to this Policy, has been updated in line with IRDAI's Protection of Policyholders Interests Regulation 2017 and it forms part and parcel of the Board approved Policy for Protection of Policyholders' Interests.

#### **6. PREVENTION OF MIS-SELLING / UNFAIR BUSINESS PRACTICES AND ENSURING PROPER SOLICITATION / SALE OF PRODUCTS**

The major strategy for preventing mis-selling is to educate the marketing force about the terms and conditions of the Products and inform them about the prescribed code of conduct. Agents' meetings shall be held on a fortnightly basis in operating offices. Agents shall be apprised about the policies of the Company, Product Features, market trends and challenges and their own performance based on reports. Apart from these regular training sessions, we shall also organize special training programmes for selected Agents from time to time. We believe that only a well-educated and well-informed Agency force can communicate with the prospects about the benefits of the products and can ensure that the benefits / returns of the product are not mis-stated / mis-represented.

Terms of appointment of the Agents and the Code of Conduct for the Agents, which they are made aware of at the time of their appointment itself, have adequate provision to prevent mis-selling and misrepresentation by the Agents. Necessary disciplinary provisions have also been stated therein.

Brokers' Meet and Awareness Programme shall be organized across regions periodically for the Brokers so that our Products and Policies are well understood by the Brokers and communicated to the Policyholders and the prospects in the right way.

Periodical training sessions shall be conducted for Specified Persons of the Bank branches of our Bancassurance agents. This would help to spread awareness of our products and prevent mis-selling.

We also have our Conduct and Discipline rules in place for employees' behavior and conduct.

#### **7. STANDARDS, FAIRNESS AND OPENNESS OF THE POLICY**

Annual review of the Standard of Services offered, would be done with a view to improve the benchmarks.