

Initiative on Needs Analysis

Purpose:

As the front-line representatives, insurance agents/brokers are the cornerstones of public trust and confidence in the integrity of the insurance industry. There is ever rising public demand on the practitioners to demonstrate that they possess professional analysis skills and advise consumers the products best-suit their needs.

Moreover, the Life Insurance Council of The Hong Kong Federation of Insurers has been proactive in promoting self-regulation. It should be leading the industry in adopting the good practice of using "Needs Analysis Form" during the sales advisory process. This demonstrates the worldwide movement of life assurance industry becoming more customer-focused instead of purely product-focused.

Recommendations:

- 1) No standard form is recommended. Nevertheless, all Life Insurance Members (LIMs) would be requested to require their agents/brokers using a "Needs Analysis" Form, provided by individual LIMs, during the selling process of new insurance policies. The Form should, but not limit to, include:
 - i) personal particulars (of the potential policy holder)
 - name, date of birth, address, contact numbers, marital status, occupation, etc;
 - ii) needs and analysis
 - financial income (monthly salary, bonus, other incomes, etc);
 - financial outgo (monthly living expenses, rent/mortgage redemption, etc.);
 - usable assets (savings, life insurance coverage, stock/securities/bonds, company benefits, etc);
 - liabilities (mortgage loan, debts, etc);
 - family commitments (no. of dependents, education funds, etc);
 - funeral and associated expenses and estate duties;
 - iii) evaluation and recommendation
 - total protection needs, total usable assets, total amount to meet the family immediate protection, etc; and
 - iv) signature of the selling agent/broker and date of the completion of the Form.
- 2) Filing copy of the Form for insurance basic plan with the sum insured of HK\$2,000,000 or above OR annualized premium of HK\$20,000 or above would be compulsory.

Date of Implementation: 1 January 2002.

客戶所需保險分析

目的：

保險業界於公眾人士心目中是否誠信可嘉，又公眾人士會否投以信心一票，視乎保險代理/經紀等前線人員的表現。大眾對保險從業員的期望愈來愈高，保險從業員得展示他們具備專業分析能力，能夠為消費者推介最切合所需的保險產品。

香港保險業聯會屬下的壽險總會一向致力推廣自律監管，故率先採納優良市場慣例，在銷售保險過程中為準投保人進行「客戶所需保險分析」，體現全球人壽保險業以客為尊的發展大勢，不再純粹集中推銷保險產品。

建議：

1) 雖然壽險總會沒有推出標準格式表格，但是却規定所有壽險會員要求其委任代理/經紀在銷售新保險合約時，使用由會員自行制訂的「客戶所需保險分析」表格，包括（但不局限於）下列各項：

i) 準投保人的個人資料：

– 姓名、出生日期、住址、聯絡電話、婚姻狀況、職業等等；

ii) 需要及分析

– 財務收入（每月薪酬、花紅、其他收入等等）；

– 財務支出（每月生活開支、租金/按揭額等等）；

– 可動用資產（儲蓄、人壽保險保障、股票/證券/債券、公司福利等等）；

– 債務（按揭貸款、欠債等等）；

– 家庭負擔（眷屬數目、教育基金等等）；

– 殮葬及相關費用、遺產稅；

iii) 評估及建議

– 全面保障所需、可動用資產總值、保障家庭即時所需的總額等等；及

iv) 銷售保險合約代理/經紀的簽署，以及填妥分析表的日期。

2) 壽險公司必須將所有基本保險計劃總投保額二百萬港元或以上，或年付保費二萬港元或以上的分析表副本存檔。

實施日期： 2002 年 1 月 1 日