

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 that 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' ("Form"), provided by individual LIMs, during the selling process of new insurance policies. The Form should, but not limited to, include:
 - i) personal particulars (of the potential policy holder)
 - name, date of birth, address, contact numbers, marital status, occupation, etc;
 - ii) needs analysis
 - financial income (monthly salary, bonus, other incomes, etc);
 - financial outgoings (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;
 - the reason(s) for the recommendation made by the selling agent/broker; and
 - iv) signature of the selling agent/broker and date of the completion of the Form.
- 2) The Form, completed with the client's signature prior to the signing of the application, must be filed for record purpose if the basic insurance plan's:
 - i) sum insured* is HK\$2,000,000 or above; OR
 - ii) annualized premium is HK\$20,000 or above; OR
 - iii) single premium is HK\$200,000 or above.

(If life insurance protection equals to a certain percentage (e.g. 101%) of the policy value, such amount of protection shall be deemed to be the sum insured.)*

Validity Period:

A signed Form shall have a validity period of one year, i.e. in the event that a client purchases additional insurance coverage from the same LIM within a year after a Form is signed, he/she will not need to sign another Form.

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，但是卻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」(下稱「分析表」)，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/按揭供款等等)；
 - 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；
 - 銷售保險合約的代理/經紀提出的建議理由；以及
 - iv) 銷售保險合約的代理/經紀的簽署，以及填妥分析表的日期。
- 2) 假如客戶投保的基本保險計劃屬於以下任何一項，則必須於簽署投保申請書之前簽署分析表，會員並須將分析表存檔作為紀錄：
 - i) 總投保額*二百萬港元或以上；或
 - ii) 年付保費二萬港元或以上；或
 - iii) 整付保費二十萬港元或以上。

(*假如人壽保險保障相等於保單價值之某百分率(例如：101%)，此保障金額則被視為總投保額。)

有效期：

簽署後的分析表有效期為一年，即：假如客戶簽署分析表後一年內，向同一壽險會員購買額外保險保障，則他/她毋須簽署另一分析表。