

Zurich launches free protection guide for customers

A protection guide for customers has been launched by Zurich UK Life in a bid to explain the process from application through to claim.

Here to help details the importance of disclosing accurate personal information and answers a number of commonly asked questions, from the types of information that will be asked for during the application process to any additional medical information that may be required.

Customers are also taken through the claims process, including explanations about how it will be handled, the information needed to progress a claim and its likely duration.

Peter Hamilton, protection management director, said: "*Here to help at every stage* is an integral part of our approach to Treating Customers Fairly and providing people with clear information to help them make informed purchasing decisions.

"Perhaps more importantly, we also understand that making a claim associated with a critical illness, long-term sickness or bereavement can be distressing and so it is vital that our customers know exactly what is required from them so that they can work with us to ensure the process is as smooth and hassle free as possible."

Peter Chadborn, principal of IFA CBK Colchester, said: "This is really very good. It is an excellent tool to help manage client's expectations, which is a key responsibility for advisers. It should not only improve our chances of getting business on the books smoothly but it should also prove we have tried to educate our clients with regard to the importance of full disclosure."

Here to help at every step can be downloaded from:

<http://zdownload.zurich.co.uk/document/pdf/zurich/sales/127634.pdf>

Alternatively advisers can contact their usual Zurich UK Life representative for a copy.

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