

Life and pensions customer operations

At the end of this unit, candidates should be able to demonstrate a knowledge and understanding of:

- the life and pensions customer and the wider consumer environment;
- customer operations functions and activities;
- how individuals and teams can ensure effective customer service;

and to apply this appropriately to a range of customer operations scenarios.

Summary of learning outcomes	Number of questions in the examination*
1. Understand the life and pensions customer	10
2. Understand key functions within life and pensions customer operations	6
3. Understand the importance of clear and accurate information in attracting and selling to customers	6
4. Apply appropriate customer service principles, processes and techniques to customer communications	12
5. Understand the difference between advice, guidance and information in a customer communication context	4
6. Understand the importance of recording, managing and responding to customer feedback	6
7. Understand the characteristics of effective teams	6

*The test specification has an in-built element of flexibility. It is designed to be used as a guide for study and is not a statement of actual number of questions that will appear in every exam. However, the number of questions testing each learning outcome will generally be within the range plus or minus 2 of the number indicated.

Important notes

- **Method of assessment:** 15 multiple choice question (MCQs) and 35 MCQs, written to 7 case studies. 90 minutes are allowed for this examination.
- This syllabus will be examined from 1 September 2016 to 31 August 2017.
- Candidates will be examined on the basis of English law and practice in the tax year 2016/2017 unless otherwise stated.
- It should be assumed that all individuals are domiciled and resident in the UK unless otherwise stated.
- Candidates should refer to the CII website for the latest information on changes to law and practice and when they will be examined:
 1. Visit www.cii.co.uk/qualifications
 2. Select the appropriate qualification
 3. Select your unit on the right hand side of the page

- 1. Understand the life and pensions customer**
 - 1.1 Outline the consumer environment for life and pensions provision
 - 1.2 Describe the Financial Conduct Authority's 'Treating Customers Fairly' outcomes
 - 1.3 Explain how and when customers interact with the life and pensions sector
- 2. Understand key functions within life and pensions customer operations**
 - 2.1 Describe the purpose and key activities of customer operations
- 3. Understand the importance of clear and accurate information in attracting and selling to customers**
 - 3.1 Explain the importance of clarity and accuracy in communications with customers
 - 3.2 Explain the importance of disclosure of relevant information by customers
- 4. Apply appropriate customer service principles, processes and techniques to customer communications**
 - 4.1 Recognise the importance of keeping a customer informed at all stages
 - 4.2 Explain how different verbal and written communication techniques and approaches can be used
 - 4.3 Explain appropriate approaches to sensitive or challenging contact situations
- 5. Understand the difference between advice, guidance and information in a customer communication context**
 - 5.1 Differentiate between advice, guidance and information
- 6. Understand the importance of recording, managing and responding to customer feedback**
 - 6.1 Identify sources of feedback and explain how they can be used
 - 6.2 Explain the complaints process
- 7. Understand the characteristics of effective teams**
 - 7.1 Explain the characteristics of effective teams and the impact on customers and the business

Reading list

The following list provides details of various publications which may assist you with your studies.

Note: The examination will test the syllabus alone.

The reading list is provided for guidance only and is not in itself the subject of the examination.

The publications will help you keep up-to-date with developments and will provide a wider coverage of syllabus topics.

CII/PFS members can borrow most of the additional study materials below from Knowledge Services. CII study texts can be consulted from within the library.

New materials are added frequently - for information about new releases and lending service, please go to www.cii.co.uk/knowledge or email knowledge@cii.co.uk.

CII study texts

Life and pensions customer operations. London: CII. Study text LP1.

Books (and eBooks)

Financial services marketing: an international guide to principles and practice. 2nd ed. Christine Ennew and Nigel Waite. Oxford: Routledge, 2013.*

Elderly clients: a precedent manual. Denzil Lush, Caroline Bielanska. 4th ed. Bristol: Jordan Publishing, 2013.

The elder client: a practical guide. 2nd ed. Fiona McDonald, Lianne Lodge. 2012.

Winning client trust. Chris Davies. London: Ecademy Press, 2011.

eBooks

The following ebooks are available through Discovery via www.cii.co.uk/discovery (CII/PFS members only):

Complaint management and channel choice: an analysis of customer perceptions. Stefan Garding. Cham: Springer, 2015.

Complaint management excellence: creating customer loyalty through service recovery. Sarah Cook. London: Kogan Page, 2012.

Customer-centric marketing: supporting sustainability in the digital Age. Neil Richardson. Kogan Page, 2015.

Customer value creation behaviour. Youjue Yi. London: Routledge, 2015.

Effective customer care. Patricia Wellington. London: Kogan Page, 2010.

The social media handbook for financial advisers: how to use Facebook, Twitter, and LinkedIn to build and grow your business. Mathew Halloran. Hoboken: Bloomberg Press, 2012.

Online resources

A useful guide to customer services. Pansophix. Available online via www.cii.co.uk/softskills (CII/PFS members only).

A useful guide to communicating effectively. Pansophix. Available online at www.cii.co.uk/softskills (CII/PFS members only).

A useful guide to teamwork. Pansophix. Available online at www.cii.co.uk/softskills (CII/PFS members only).

Complaint handling. FCA thematic review. November 2014. Available online at www.fca.org.uk.

Consumer vulnerability. FCA Occasional Paper No. 8. February 2015. Available online via www.fca.org.uk.

Guaranteed Guidance for retirement. What consumers want. CII Policy and Public Affairs, Nick Hurman. 2014. Available online at www.cii.co.uk/32081.

Insurers' engagement with Social Media. ©Timetric Insight Report. March, 2015. Available for members at www.cii.co.uk/insightreports (CII/PFS members only).

The Government's retirement freedoms, Pension Wise, and views on preparedness. CII Policy and Public Affairs. Available online at www.cii.co.uk/32998.

The rise of online aggregators. ©Timetric Insight Report. July, 2014. Available for members at www.cii.co.uk/insightreports (CII/PFS members only).

Additional articles and technical bulletins are available under the Life and Pensions section of the website at www.cii.co.uk/knowledge/life-pensions.

Journals and magazines

Financial adviser. London: FT Business. Weekly. Also available online at www.ftadviser.com.

Financial solutions. London: CII. Six issues a year. Also available at www.thepfs.org/knowledge (CII/PFS members only).

Life insurance international. London: Timetric. Monthly.

Pensions age. London: Perspective. Monthly. Also available at www.pensionsage.com.

Pensions insight. Newsquest Specialist Media. Monthly. Also available at www.pensions-insight.co.uk.

Retirement strategy. Supplement to Money marketing. London: Centaur Communications. Monthly. Also available at www.moneymarketing.co.uk.

Reference materials

Equality Act 2010: guidance. Information Commissioner's Office (ICO). Available online at www.ico.gov.uk.

Guide to data protection. Information Commissioner's Office (ICO). Available online at www.ico.gov.uk.

Financial Conduct Authority (FCA) Handbook. Available at www.handbook.fca.org.uk/handbook

Harriman's financial dictionary: over 2,600 essential financial terms. Edited by Simon Briscoe and Jane Fuller. Petersfield: Harriman House, 2007.*

Lamont's glossary: the definitive plain English money and investment dictionary. Barclay W Lamont. 10th ed. London: Taxbriefs, 2009. Also available online via www.cii.co.uk/lamont (CII/PFS members only).

Pensions pocket book. London: Economic and Financial Publishing Ltd in association with Aon Hewitt. Annual.

Prudential Regulation Authority (PRA) Rulebook Online. Available at www.prarulebook.co.uk

The professional adviser's factfile. Taxbriefs. London: Taxbriefs. Looseleaf, updated.

*Also available as an ebook through Discovery via www.cii.co.uk/discovery (CII/PFS members only).

Examination guides

An examination guide, which includes a specimen paper, is available to purchase via www.cii.co.uk.

If you have a current study text enrolment, the current examination guide is included and is accessible via Revisionmate (www.revisionmate.com). Details of how to access Revisionmate are on the first page of your study text.

It is recommended that you only study from the most recent versions of the examination guides.

Exam technique/study skills

There are many modestly priced guides available in bookshops. You should choose one which suits your requirements.

The Insurance Institute of London holds a lecture on revision techniques for CII exams approximately three times a year. The slides from their most recent lectures can be found at www.cii.co.uk/iilrevision (CII/PFS members only).