

Insurance Practitioner Standard

Occupation: Insurance Practitioner

Insurance is an incredibly diverse marketplace with a rich history of helping people and businesses assess the risks they could face. Over a million people in the UK work in this exciting industry which provides products and advice on everything from sports cars to hurricanes. Insurance touches the lives of everyone and allows us to operate secure in the knowledge that should the worst happen we will have the support we need. The Insurance Practitioner Apprenticeship is an entry level role into the industry, and can lead into a variety of careers with supporting professional qualifications. Future career paths could include underwriting, client relations, insurance claims, loss adjusting, broking, reinsurance and account management. This standard provides the competencies which will be achieved as part of an introduction to the industry and which will be transferable across future roles and companies.

Occupational Profile – Duties that this role could be asked to perform in line with the employer’s needs:

- Provide support in the acquisition of new clients
- Provide support in the retention of existing clients through the renewal process
- Handle client queries on products, services and accounting
- Process and analyse data to support business objectives
- Accurately prepare and issue documentation
- Prepare reports and market research
- General office administration
- Participate in meetings, both internal and external
- Maintain and develop relationships both internally and externally
- Comply with internal and external regulatory requirements

Requirements:

Knowledge	What is required
Insurance market	A broad understanding of the insurance market, insurance law, products and services. A basic commercial awareness and understanding of how the insurance practitioner role supports the business e.g. can describe how an underwriter evaluates and analyses the risk on behalf of a client and how data gathering supports this.
Risk and Regulatory	An understanding of the role of the appropriate regulatory bodies. A good understanding of general insurance and internal compliance activities required, e.g. by completing online regulatory learning modules and knowing who the company’s Money Laundering Reporting Officer is.
Clients and Colleagues	An understanding of the importance of the relationships required to be successful in the role and to ensuring client needs are met, e.g. attending industry networking events to broaden your understanding of the relationships required in the market.
Processes and Procedures	A clear understanding of processes and procedures relevant in a specific technical area of delivery and a basic understanding of the impact on the wider organisation and insurance industry, e.g. dealing with a client query successfully to improve client advocacy for the company.
Commercial awareness	An understanding of business benefits and commercial realities. Understanding the wider environment in which an organisation operates; its clients, competitors and suppliers. An awareness of the need for efficient and cost effective practices in relation to the market place within which the company operates, e.g. keeping up to date with industry developments via relevant websites and business publications.

Skills	What is required
Technical ability	Adherence to relevant processes and procedures using technical ability and proficient IT skills to deliver positive outcomes for the business, e.g. processing a claim taking into account policy documents and internal processes to meet company and client needs.
Relationship development	Development and management of positive working relationships, through a variety of mediums, handling & resolving client queries through effective verbal/written/IT skills, e.g. working closely with an Account Director to achieve business wins and renewal of existing business.
Effective working	An ability to work in a variety of ways to achieve results, e.g. collaboratively or independently. Demonstrating attention to detail, appropriate time management and a problem solving approach to all work undertaken, e.g. working as part of a team to win new business.
Governance	Demonstration of an understanding of regulatory requirements by working compliantly, including data protection and treating customers fairly. Understanding of specific threats to the business, e.g. ensuring that confidential information is only shared with the relevant people.

Behaviours	What is required
Drive to excel	Demonstration of motivation and enthusiasm in the role, remaining positive in challenging situations and constantly seeking to bring out the best of themselves, e.g. uses initiative and drive to ensure a complex client query is followed through to completion.
Communication	Strong verbal and written communication demonstrating active listening, positive questioning and enquiry to build effective relationships, e.g. gathering information from clients to understand their insurance needs.
Personal Accountability	Proactive in personal development, taking initiative and ownership for learning. Demonstrating commitment to the role and the insurance industry, e.g. creating own development plan, identifying opportunities to develop in the role.
Innovation	A creative, imaginative, inquisitive, and challenging approach. Should be able to suggest improvements where appropriate. Proactively able to challenge the status quo, e.g. positively inputting in to meetings and suggesting alternative ways to work.
Professionalism	Displaying honesty and integrity in actions and approach to work and clients demonstrating the principle of utmost good faith, e.g. acts honestly when dealing with customer queries, ensuring that they are treated fairly.

Duration

The apprenticeship will typically take 12 – 18 months to complete

Qualifications

The supporting qualification for the apprenticeship is either the Certificate in Insurance (Cert CII) or the Certificate in Claims Handling (Cert CILA).

There are different routes to achieve the credits required for these qualifications, the route selected will depend on the individual business but must include the mandatory modules as specified by the awarding body.

Link to professional registration

This apprenticeship provides professional membership of the Chartered Insurance Institute and/or the Chartered Institute of Loss Adjustors. It is also the first step on the route to an Advanced Diploma in Insurance (ACII) qualification or Associateship of the CILA (ACILA).

Level

Level 3

Review

The apprenticeship should be reviewed after a maximum of 3 years.