



Learning Outcome

Assessment Criteria

Indicative Content

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1 4 questions	Understand the need and benefit of home insurance.	1.1	Explain why home insurance is needed.	1.1.1	What can happen when owning or renting: standard perils including flood, liability, fire and theft, accidental damage plus additional and optional covers.
				1.1.2	ABI key facts: proportion of people who have cover, claims statistics.
				1.1.3	Non-compulsory by statute, compulsory by contract.
				1.1.4	Consequences of not taking out home insurance.
		1.2	Describe the pooling of risk and the social value of insurance.	1.2.1	Insurance as a risk transfer mechanism, promise to pay the premium.
				1.2.2	Premiums of the many pays the claims of the few.
2 10 questions	Understand the insurance legal principles and duties relating to home insurance.	2.1	Describe what insurable interest is and how it arises	2.1.1	Legal definition of insurable interest.
				2.1.2	How insurable interest arises: ownership, contract, tenancy.
				2.1.3	Who has an insurable interest: owner and occupier.
				2.1.4	Property damage.
				2.1.5	Liability.
		2.2	Describe the information gathered from the customer and its purpose.	2.2.1	Information about the property and the implications of such factors: type, use (including holiday homes and unoccupancy), location, construction, age, sums insured, other material information.
				2.2.2	Information about the individuals covered: insurance and claims history, lifestyle.
		2.3	Explain the importance of providing the correct information.	2.3.1	Duty of disclosure.
				2.3.2	Moral and physical hazard.
				2.3.3	Consequences of providing incorrect information.
		2.4	Describe what is meant by indemnity.	2.4.1	Legal definition of indemnity.
				2.4.2	How indemnity works in practice.



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3 14 questions	Understand the main features of home insurance products and the market.	3.1	Describe the levels and types of cover.	3.1.1	Definition of buildings: self-contained, main structure, outbuildings, fixtures and fittings, gates and fences etc.
				3.1.2	Definition of contents: household goods, valuable items and personal effects.
				3.1.3	Description of buildings cover: standard perils and exclusions.
				3.1.4	Description of contents cover: standard perils and exclusions.
				3.1.5	Market exclusions: war, nuclear risks, terrorism, sonic bangs.
				3.1.6	Optional extensions: accidental damage, money, personal possessions, pedal cycles, student possessions, legal expenses.
4 15 questions	Understand how home insurance is arranged and provided.	4.1	Describe the different methods of arranging home insurance	4.1.1	Direct insurers.
				4.1.2	Intermediaries.
				4.1.3	Insurance comparison websites.
				4.1.4	Other methods: introducers, high street retailers, bancassurance, mortgage brokers, financial advisers.
		4.2	Explain the sales and underwriting process.	4.2.1	The insurance premium and the considerations.
				4.2.2	How the premium is calculated: flat premiums, Insurance Premium Tax, administration fees, application of excesses.
		4.3	Describe the documentation issued when arranging home insurance	4.3.1	Proposal/statement of fact.
				4.3.2	Insurance product information document.
				4.3.3	Policy schedule.
				4.3.4	Standard policy booklet.
		4.4	Explain the process for mid-term adjustments and renewals, including cancellations.	4.4.1	Mid-term adjustments: continuing duty of disclosure, cancellations, administration fees.
				4.4.2	Renewal process.
				4.4.3	Continuing duty of disclosure.
				4.4.4	Changes in policy coverage.
				4.4.5	Summary of cover.
				4.4.6	Index-linking.
				4.4.7	No claims discount.
				4.4.8	Non-renewal.
				4.4.9	Methods of premium payment.



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5 7 questions	Understand the key principles of delivering good customer service.	4.5	Explain the claims process.	4.5.1	Duty of the insured: notification of the claim, minimising the loss, documentary evidence, proving the loss, ownership.
				4.5.2	Why a claim may be invalid or partially met - excess, pairs and sets clause, underinsurance, exclusions, non-disclosure, goodwill gestures.
				4.5.3	How claims are settled: cash, repair and replacement - contribution and subrogation.
				4.5.4	The role of loss adjusters and loss assessors.
				4.5.5	The role of Flood Re.
				4.5.6	The role of the Claims and Underwriting Exchange.
	Understand the key principles of delivering good customer service.	5.1	Describe the main communication approaches and techniques when dealing with customers.	5.1.1	Verbal communication: inform, invite, listen, acknowledge, listening, questioning, empathy, rapport, scripts, signposting.
				5.1.2	Written communication: professional, appropriate and simple language, on brand.
				5.1.3	Different types of customer: internal and external.
				5.1.4	Identification of vulnerable customers and how they are considered.
				5.1.5	Advantages and disadvantages of providing good customer service.
		5.2	Describe the complaints process.	5.2.1	Definition of a complaint: simple and complex.
				5.2.2	Escalations.
				5.2.3	Time periods.
				5.2.4	Recording of complaints.
				5.2.5	Following company procedures.
		5.3	Describe Consumer Duty.	5.3.1	Outcomes in accordance with the Financial Conduct Authority's Principles for Businesses (PRIN) and the Insurance Distribution Directive.
				5.3.2	Importance of ethical behaviours.
				5.3.3	Data protection legislation.
		5.4	Describe the home insurance regulator and ombudsman.	5.4.1	Financial Conduct Authority: Insurance: Conduct of Business sourcebook rules (ICOBs).
				5.4.2	Financial Ombudsman Service: eligibility and award limits.