



Learning Outcome		Assessment Criteria		Indicative Content	
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1 4 questions	Understand the need for and benefit of pet insurance.	1.1	Explain why pet insurance is needed.	1.1.1	What can happen to pets: illness, accident, injury, death, theft, straying, third party liability, accidental damage.
				1.1.2	What type of animals are typically covered: cats, dogs, rabbits; Specialist cover: birds, reptiles, small mammals, equine, exotic.
				1.1.3	ABI key facts: proportion of people who have pets and have cover, claims statistics.
				1.1.4	Market developments: rise in the costs of veterinary bills, exploratory surgery, use of prosthetics, longevity of pets' lives.
				1.1.5	Benefits and the different ways in which claims can be settled.
				1.1.6	Consequences of not taking out pet 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 pet 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, liability to others, purpose.
		2.2	Describe the information gathered from the customer and its purpose.	2.2.1	Information about the pet and the implications of such factors: age, breed, gender, medical and claims history, indoor/outdoor, microchipping.
		2.3	Explain the importance of selecting the right cover and providing the correct information.	2.3.1	Duty of disclosure.
				2.3.2	Consequences of not selecting the right cover.
3	Understand the main features of pet insurance products and the market.	3.1	Describe the different types of pet insurance cover.	3.1.1	Lifetime policies, maximum benefit policies, 12-month policies, accident only policies.



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14 questions		3.2	Describe the different core sections of pet cover and the key cover exclusions.	3.2.1	Vets' fees/complimentary treatments, accidental death, death from injury, death from illness, third party liability, theft, straying (advertising and reward), overseas vet fees, hospitalisation of the owner, holiday cancellation, quarantine expenses and loss of documentation.
		3.3	Explain the general policy conditions and exclusions.	3.3.1	Exclusions: pre-existing conditions, vaccinations, annual check-ups, preventative treatments, pregnancy, spaying and castration (unless for medical reasons), medical conditions diagnosed prior to inception, claims arising within the first 14 days.
				3.3.2	Conditions: continuous disclosure of changes in ownership circumstances, behavioural changes, taking reasonable care.
4 15 questions	Understand how pet insurance is arranged and provided.	4.1	Describe the different methods of arranging pet 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, bancassurers.
		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, including rating factors, application of excesses, administration fees and Insurance Premium Tax.
		4.3	Describe the documentation issued when arranging pet insurance.	4.3.1	Proposal/statement of fact.
				4.3.2	Insurance product information document.
				4.3.3	Policy schedule/certificate.
				4.3.4	Standard policy booklet.
		4.4	Explain the process of renewals.	4.4.1	Renewal process.
				4.4.2	Continuing duty of disclosure.
				4.4.3	Changes in policy coverage.
				4.4.4	Summary of cover.
				4.4.5	Methods of premium payment.
				4.4.6	Non-renewal.



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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, policy limits, exclusions, non-disclosure, goodwill gestures.
				4.5.3	How claims are settled: payment to the vet, policy information provided to the vet who claims from the insurer.
		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 pet 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.