



# ASSESSING CUSTOMER NEEDS

A compact guide to ensuring your customers have the policy that best suits their needs.

**Read time:** 4 mins



# Hello,

Here at Source, we understand how important great customer service is. We have been providing first class service and expert support, for over 25 years.

We've put together a 4-minute guide to help you assess your customer's needs and deliver the most effective customer service possible.

In this handy eBook, you will find hints, tips and useful checklists to help make the process of finding your customers the policy that represents their needs, a little easier.



This eBook is brought to you by

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# Getting your customer's needs right



## Happy Customers

Your customers have a suitable policy for their needs.



## Protected Customers

Your customers are covered in the event of an emergency.



## Reputation

You develop your status as a go-to business.



## Enhanced Service Offering

You provide your customers with a wider range of products.

If you have been working with customers for a while, it can be easy to assume that you know what they need. However, it is vital to undertake an assessment to ensure that you understand your customer's requirements and expectations.

# Getting it right

## -The first time

In our busy lives, we are often looking for quick wins and shortcuts – anything to speed up the completion of a task. However, it's vital to carry out a fact find to determine your customer's needs, ahead of completing their quote, to ensure you find the right policy for them.

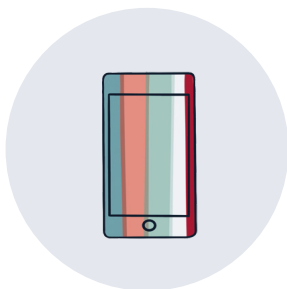
We know that this can mean a longer process with each individual customer, however, if you don't get it right the first time, you may end up completing multiple quotations to secure cover for your customer, which can take more time overall. Therefore, it's important to get this right first time.



### High Risk Items

It's very important that your customer knows what Personal Possessions are. Describe them as items away from the home, valued at under £1,000 individually.

Stress the importance of this cover for any items that are often taken away from the property (e.g. mobile phone, camera, smart watch etc.).



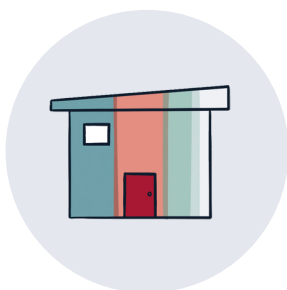
## Personal Possessions

Highlight any items worth more than £1,000 so that your customer can easily see it's covered in their policy documentation. Always communicate what is classed as a high-risk item (e.g. jewellery, watches, antiques etc.).



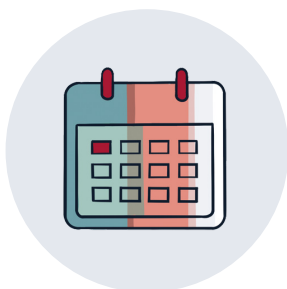
## Type of Residency

Your customer may have lodgers or friends living with them, which could affect a policy. Alternatively, the property could be unoccupied, which could reduce the level of cover on the policy.



## Flat Roof

Your customer may think that small portions of flat roofing may not need to be disclosed. However, some insurers will decline any flat roof if it is not mentioned; meaning insurance may be void in the event of a claim.



## Year of Build

It's important to determine an accurate value and rebuild cost of any building, but in particular an older property. An older property or listed building may need a more accurate or higher than normal buildings sum insured.

# Additional Considerations

## Excesses

Sometimes there is no benefit in increasing your customer's excess, as the premium may not significantly reduce as a result. Look out for Escape of Water Excess, as this increases with some insurers if the voluntary excess is increased. Also, an Accidental Damage Excess may be higher than a standard excess.

## Endorsements

There may be certain specifications excluded from the policy or that have higher excess amounts. Your customers may need to do certain things to comply with an endorsement. For example, have a flat roof inspected.

## Accidental Damage Cover

This is always an important one to point out to your customers. Sometimes people will turn down this option, in favour of saving money on their premium. However, as a result of more people working from home, there has been a significant increase in claims for accidental damage.

**[See a related article here.](#)**

# A Basic Understanding of Your Customer

## 1 Does your customer work from home?



This is very common at the moment. Even clerical work on laptops counts as working from home.

### Notes

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## 2 Do you know your customer's claims history?

*All claims on previous properties need to be disclosed from the last 5 years.*

- My customer has an open claim
- My customer has lost a claim
- My customer has previously claimed. If so, when?

### Notes

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### 3 Does your customer have any previous convictions?

*This is important as some insurers can decline for this reason.*

#### Notes

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### 4 Do you know how many people will be normally residing in the property?

*This information can help you to determine the type of insurance needed and whether any additional cover will be required.*

#### Notes

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### 5 Do you know if the property will be undergoing any construction or renovation?

*This could mean that the property will be unoccupied for extended periods of time.*

#### Notes

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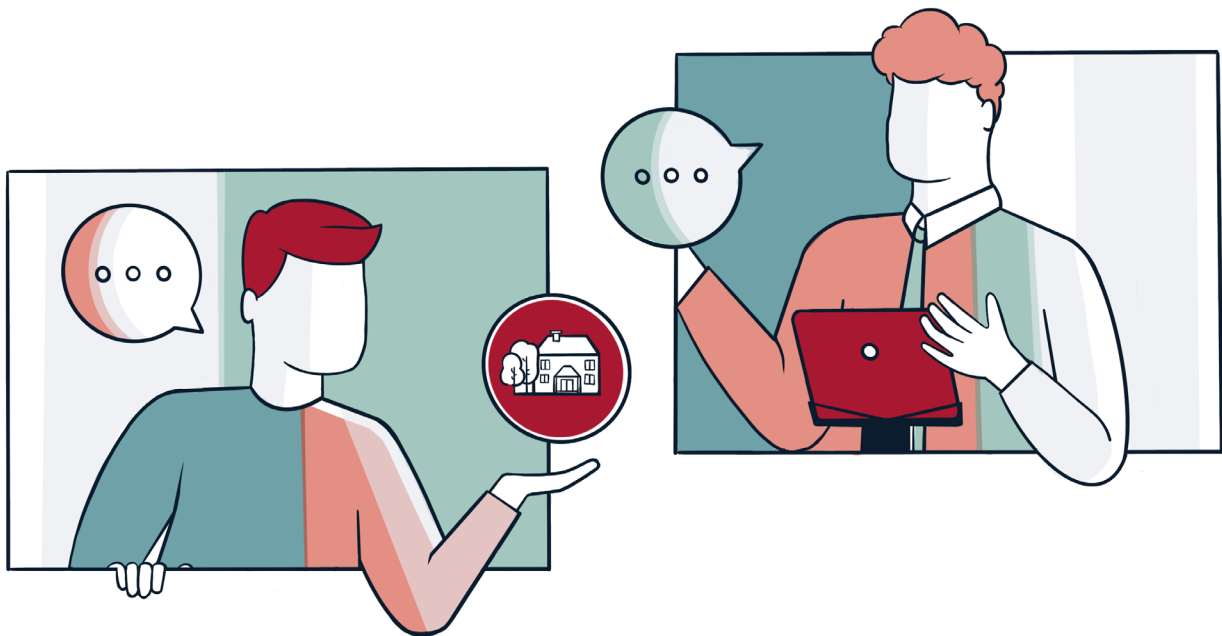


## 6 Do you know what locks and alarms are fitted to the windows and doors of the property?

*The security features of a home can affect the overall premium.*

### Notes

These are just some of the basic details you should be asking your customers in advance of completing a quote. Gathering all of the relevant information will help you to understand your customer's needs.



# Additional Considerations

## If You Don't Offer GI



### Loss of Business

You are missing out on a regular income from commission earnings and your clients will go elsewhere to source their insurance.



### Client Liability

Liability is on the client if they input incorrect detail into comparison websites. For example, not realising they need to mention specific points during a quote to receive cover.



### Unsuitable Policies

If your client arranges their own policy, they may end up with a policy that isn't suitable for their needs. Whereas your industry knowledge could help them to mitigate this risk.



## The Hidden Excess

There could be hidden excess amounts when applying through an aggregator website. It isn't always clear what the total excess amount is and this figure can increase when your client visits the insurer's website.



One stand-alone household insurance quote could lead to a lifelong income stream for you.

## Are you ready to start a quote?

[Start your quote here](#)

## Contact us

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