

# Providing fair value



## SCOPE

Data and information classification:	PUBLIC
	The information contained in this document is intended for use by our insurer and aggregator distribution partners and not for customers or operational staff.
Ardonagh division:	Atlanta
Brand(s):	<b>Paymentshield</b>
Product(s):	<b>Policy Administration Fee (PAF)</b>
Associated add-ons:	N/A
Key regulatory responsibility:	Manufacturer



## SUMMARY OUTCOME

We believe the Policy Admin Fee (PAF) continues to provide fair value to customers. Any actions that have been identified as part of this review are documented on the following page(s).

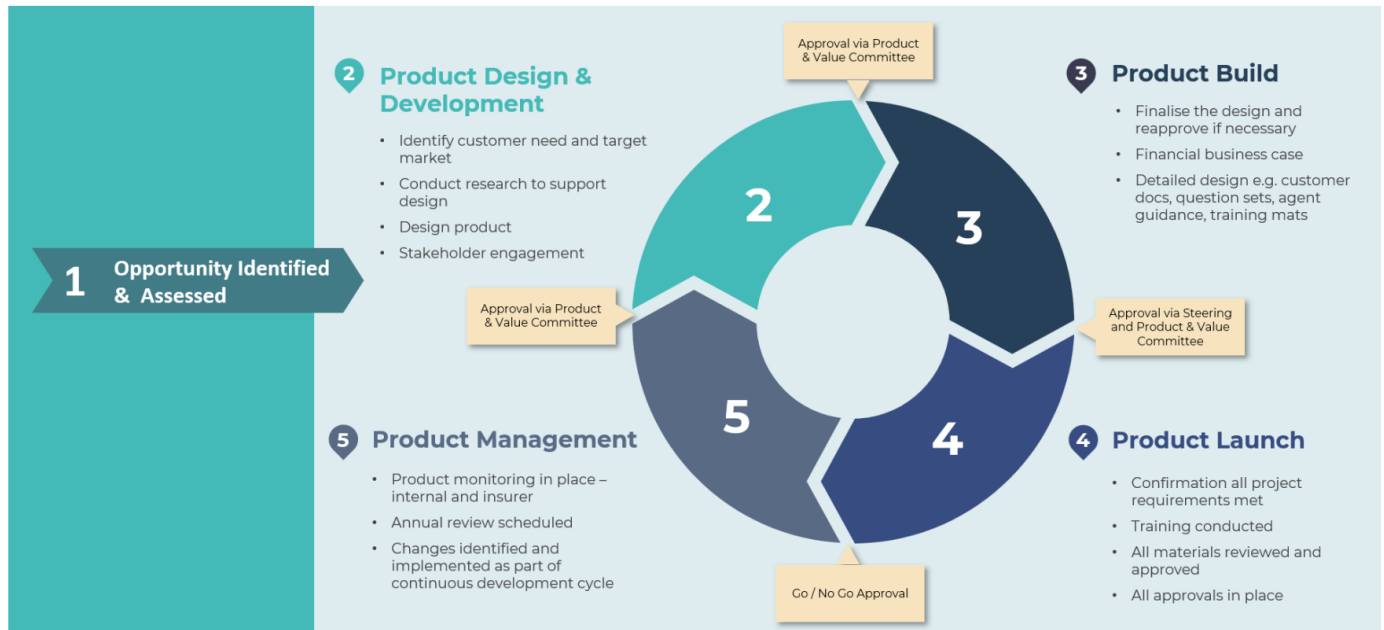
TARGET MARKET	DISTRIBUTION	FAIR VALUE ASSESSMENT
The product remains consistent with the needs of the identified target markets provided by the manufacturer/co-manufacturer.	The intended distribution strategy remains appropriate.	It is considered that the product package is providing overall fair value to customers.

### POLICY ADMIN FEE (PAF)

We are comfortable that this product is providing fair value to customers.

**Next review due:**  
**31/01/2025**

# ATLANTA PRODUCT APPROVAL PROCESS



## TARGET MARKET

### Policy admin fee (PAF)

Our policy admin fee covers the cost of policy set-up, administration of missed payments, processing of customer mid-term adjustments and cancellations amongst other things without any additional fees being charged to the customer attached.



## DISTRIBUTION

### Policy admin fee (PAF)

The policy admin fee is charged to all customers on the following products, Panel Home Insurance, Classic Home Insurance, Panel Landlord Insurance, Classic Landlord Insurance and Tenants Contents (currently being phased out of this product through migration activity by end of 2024).



## FAIR VALUE ASSESSMENT

### Purpose of the review

The purpose of this review is to provide assurance that the products and the way they are distributed are delivering fair value to the identified target market. Where deficiencies are identified, actions must be documented to remedy them and tracked through to completion. Consideration must be given to retrospective remedial action where customer detriment is identified, the need to communicate product review outcomes, issues or revised material to any manufacturers, co-manufacturers and distributors in the chain, amendments required to product approval processes or if there is any material impact to strategy.

### How Atlanta assess each product

Atlanta Group product reviews cover a range of areas and key metrics covering pricing, product, service, distribution chain which all contribute to delivering overall fair value for customers. Each section is rated against a number of internal tolerance thresholds/SLAs, which are reviewed on an annual basis and approved by Atlanta Executive Committee.

### How Atlanta address concerns

Where concerns have been identified actions with owners have been put in place including an accountable Executive Committee owner. Actions are to be completed within 3-6 months with their impact on the metrics monitored. Where an area of concern requires action / input from an insurer partner the specific action will be raised directly by your Atlanta account contact and tracked to closure. If a product is offering little utility to a customer i.e. seemingly not meeting a need as the claims frequency and insurer loss ratios are consistently below acceptable levels, it would be considered the product or a panel provider is not providing fair value which would require either significant product redesign or possible withdrawal.

### Overall outcome

**It is considered that the product package is providing overall fair value to customers. Some actions have been identified to further improve value to customers.**

### Next review

See Summary Outcome above.



## FAIR VALUE ASSESSMENT - ACTIONS

DETAIL	ACTION	DUE DATE
Some of the metrics and measurements used to ascertain whether the Policy Admin Fee is representing fair value to customers weren't necessary in order to complete this review.	We will explore whether data not previously needed can be restructured or replaced with information better suited for this type of product.	30/09/2024
Whilst we are comfortable our overhead costs to administrate a policy continue to justify the admin fee charged to customers, we don't have a threshold to measure the overhead cost against the admin fee charged to customers.	Create a set of threshold rules that allow us to monitor our overhead costs against the admin fee we charge at an individual product level.	30/09/2024