

# 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>Incomeshield Insurance (STIP)</b>
Associated add-ons:	N/A
Key regulatory responsibility:	Manufacturer / Co-manufacturer / Distributor



## SUMMARY OUTCOME

**We believe the product is providing fair value to customers, however, any actions identified on the core product and/or associated add-ons are documented on the following page.**

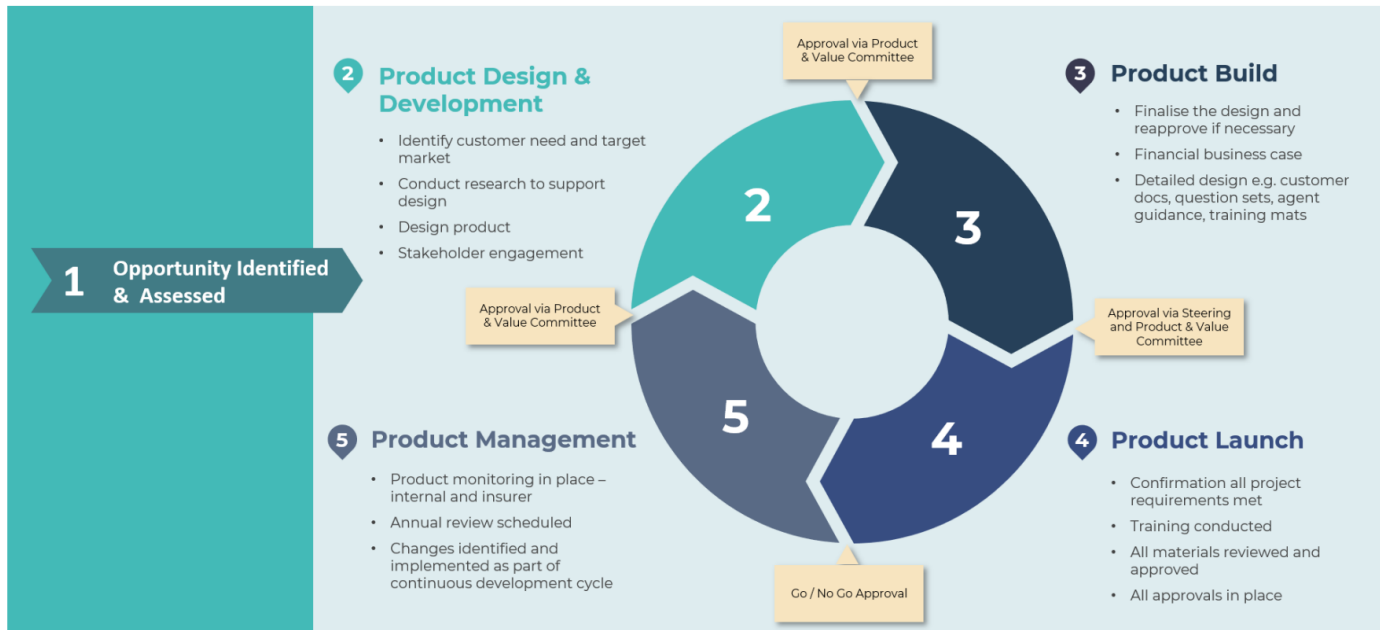
TARGET MARKET	DISTRIBUTION	FAIR VALUE ASSESSMENT
The product remains consistent with the needs of the identified target markets provided by the manufacturer/co-manufacturer.	The intended distribution strategy remains appropriate.	It is considered that the product package is providing overall fair value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

### CORE

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

**Next review due:  
31/08/2024**

## ATLANTA PRODUCT APPROVAL PROCESS



## TARGET MARKET

### Core

The target market for this product is customers that want to protect their income in the event they are unable to work due to an accident or sickness and/or due to involuntary unemployment.

The product is suitable for employed or self-employed customers aged between 18 & 64, who live in the UK and are working over 16 hours a week for a UK based company and have been employed for 6 months with their current employer or as self-employed person.

The product is not suitable for the following customers:

- Customers under the age of 18 or over 63 at time of purchase.
- Customers who work less than 16 hours per week.
- Customers who have not been in full time employment with their current employer or self-employed for more than 6 months prior to the policy start date.
- Customers who have been working full time on a fixed term contract for less than 24 consecutive months with the current employer.
- Customers who earn more than £4000 per year by playing sport (professional sports people).
- Customers who do fail to meet the terms of the policy.



## DISTRIBUTION

### Core

Our Incomeshield product is designed to be sold through mortgage brokers and financial advisers who engage with homeowners, typically interacting with them during a property related transaction such as a house purchase or remortgage.



## 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
Analysis of servicing performance suggests that in some instances the information being requested by the insurer isn't relevant in order to process a customer's claim.	Action noted to further investigate these cases in more detail and overall claim handling.	Dec 23