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LIAM Members Adopt Client Charter

KUALA LUMPUR, March 7 (Bernama) -- All members of the Life Insurance Association of Malaysia (LIAM) have adopted a Client Charter, effective January, to provide valued added services and to improve transparency, integrity and timeliness to consumers.

"Client Charter is a firm commitment by all our member companies and one of the means to provide better service and cultivate trustworthiness between consumers and insurers," said LIAM President Md Adnan Md Zain in a statement Monday.

The Charter also provided customers with details of service standards offered by members and would be available on respective corporate websites as well as service counters.

He also said with the rise in insurance fraud cases the industry was keen to reduce possibilities which could lead to such scams.

"The Client Charter will certainly add value to our level of service," said Md Adnan.

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