

## LIAM members adopt 'Client Charter'

LIFE Insurance Association of Malaysia (LIAM) members have adopted a Client Charter from January this year to provide value-added service and improve transparency, integrity and timeliness for customers.

The charter provides customers with details of service standards offered by member companies and is made available on their respective corporate websites as well as service counters.

Member companies are also required to state approaches and measures taken to control and combat insurance fraud. The charter highlights other key points for policyholders to bear in mind when making a decision.

"The 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," LIAM president Mohamad Adnan Mohd Zain said on Monday.