

# Life and pensions customer operations

## Objective

At the end of this unit, candidates should be able to demonstrate a knowledge and understanding of:

- the life and pensions customer and the wider consumer environment;
  - customer operations functions and activities;
  - how individuals and teams can ensure effective customer service;
- and to apply this appropriately to a range of customer operations scenarios.

Summary of learning outcomes	Number of questions in the examination*
1. Understand the varying needs of life and pensions customers and the importance of positive customer outcomes	10
2. Understand key functions within life and pensions customer operations	6
3. Understand the importance of clear and accurate information in attracting and selling to customers	6
4. Apply appropriate customer service principles, processes and techniques to customer communications	12
5. Understand the difference between advice, guidance and information in a customer communication context	4
6. Understand the importance of recording, managing and responding to customer feedback	6
7. Understand the characteristics of effective teams	6

\* The test specification has an in-built element of flexibility. It is designed to be used as a guide for study and is not a statement of actual number of questions that will appear in every exam. However, the number of questions testing each learning outcome will generally be within the range plus or minus 2 of the number indicated.

## Important notes

- Method of assessment: 15 multiple choice questions (MCQs) and 35 MCQs, written to 7 case studies. 90 minutes are allowed for this examination.
- This syllabus will be examined from 1 September 2023 to 31 August 2024.
- Candidates will be examined on the basis of English law and practice in the tax year 2023/2024 unless otherwise stated.
- This PDF document is accessible through screen reader attachments to your web browser and has been designed to be read via the speechify extension available on Chrome. Speechify is an extension that is available from <https://speechify.com/>. If for accessibility reasons you require this document in an alternative format, please contact us on [online.exams@cii.co.uk](mailto:online.exams@cii.co.uk) to discuss your needs.
- Candidates should refer to the CII website for the latest information on changes to law and practice and when they will be examined:
  1. Visit [www.cii.co.uk/qualifications](http://www.cii.co.uk/qualifications)
  2. Select the appropriate qualification
  3. Select your unit from the list provided
  4. Select qualification update on the right hand side of the page

## 1. Understand the varying needs of life and pensions customers and the importance of positive customer outcomes

- 1.1 Outline the consumer environment for life and pensions provision.
- 1.2 Describe the importance of positive customer outcomes, including the Financial Conduct Authority's requirements regarding Consumer Duty.
- 1.3 Explain how and when customers interact with the life and pensions sector.

## 2. Understand key functions within life and pensions customer operations

- 2.1 Describe the purpose and key activities of customer operations.

## 3. Understand the importance of clear and accurate information in attracting and selling to customers

- 3.1 Explain the importance of clarity and accuracy in communications with customers.
- 3.2 Explain the importance of disclosure of relevant information by customers.

## 4. Apply appropriate customer service principles, processes and techniques to customer communications

- 4.1 Recognise the importance of keeping a customer informed at all stages.
- 4.2 Explain how different verbal and written communication techniques and approaches can be used.
- 4.3 Explain appropriate and inclusive approaches to sensitive or challenging contact situations.

## 5. Understand the difference between advice, guidance and information in a customer communication context

- 5.1 Differentiate between advice, guidance and information.

## 6. Understand the importance of recording, managing and responding to customer feedback

- 6.1 Identify sources of feedback and explain how they can be used.
- 6.2 Explain the complaints process.

## 7. Understand the characteristics of effective teams

- 7.1 Explain the characteristics of effective teams and the impact on customers and the business.

## Reading list

The following list provides details of further reading which may assist you with your studies.

**Note: The examination will test the syllabus alone.**

The reading list is provided for guidance only and is not in itself the subject of the examination.

The resources listed here will help you keep up-to-date with developments and provide a wider coverage of syllabus topics.

### CII study texts

Life and pensions customer operations. London: CII. Study text LP1.

### Books (and eBooks)

Winning client trust : the retail distribution review and the UK financial services industry's battle for its clients' hearts and minds. Chris Davies. London: Ecademy Press, 2011.

### eBooks

The following eBooks are available via [www.cii.co.uk/elibrary](http://www.cii.co.uk/elibrary)(CII/PFS members only):

Complaint management and channel choice: an analysis of customer perceptions. Stefan Garding. Cham: Springer, 2015.

Customer-centric marketing: supporting sustainability in the digital Age. Neil Richardson. Kogan Page, 2015.

Customer value creation behaviour. Youjae Yi. London: Routledge, 2015.

### Journals and magazines

Financial adviser. London: FT Business. Weekly. Available online at [www.ftadviser.com](http://www.ftadviser.com).

Personal finance professional (previously Financial solutions). London: CII. Six issues a year.

Pensions age. London: Perspective. Monthly. Available at [www.pensionsage.com](http://www.pensionsage.com).

### Reference materials

Equality Act 2010: guidance. Information Commissioner's Office (ICO). Available online at [www.legislation.gov.uk/ukpga/2010/15/contents](http://www.legislation.gov.uk/ukpga/2010/15/contents).

Guide to data protection. Information Commissioner's Office (ICO). Available online at <https://ico.org.uk/for-organisations/guide-to-data-protection/>.

Financial Conduct Authority (FCA)  
Handbook. Available at  
[www.handbook.fca.org.uk/handbook](http://www.handbook.fca.org.uk/handbook).

Harriman's financial dictionary: over 2,600  
essential financial terms. Edited by Simon  
Briscoe and Jane Fuller. Petersfield:  
Harriman House, 2007.

Prudential Regulation Authority (PRA)  
Rulebook Online. Available at  
[www.prarulebook.co.uk](http://www.prarulebook.co.uk)

## **Examination guide**

If you have a current study text enrolment,  
the current examination guide is included  
and is accessible via Revisionmate  
([ciigroup.org/login](http://ciigroup.org/login)). Details of how to access  
Revisionmate are on the first page of your  
study text. It is recommended that you only  
study from the most recent version of the  
examination guide.

## **Exam technique/study skills**

There are many modestly priced guides  
available in bookshops. You should choose  
one which suits your requirements.