



Chartered
Insurance
Institute
Standards. Professionalism. Trust.

Best Practice Series: Using specialised
e-learning to maintain relevant technical skills

Principality

Convenient accreditation that continues to evolve

Principality is one of the UK's largest building societies. Owned by and run for the benefit of its 500,000 members, it has been in business for more than 150 years and manages some £9 billion worth of assets. Because it has no shareholders, and therefore no dividends to pay, any profit it makes can be reinvested directly into its business, as part of its commitment to offer members great rates, value for money and financial security.

Principality has worked in partnership with the CII for many years. This relationship has been positive and productive, and its business values the CII's strong support, industry insight and innovative materials. This accreditation and credibility reinforces Principality's standing as a trusted, professional business with high-quality services and competent employees.

A winning formula

The CII's Mortgage Assess platform has played an important role in this success. A specialist online learning tool designed for mortgage providers and financial advisers, it's an affordable, convenient and accessible way for Principality to keep employees updated and qualified on essential sector issues like technical information, regulatory requirements, and best practice. As a result, staff are able to deliver better customer service, confident in their technical expertise and regulatory knowledge gained acquired by use of Assess.

As Principality's business has evolved over the years, so has its use of Assess. The flexibility and adaptability of the system has allowed Principality to roll out Assess to different departments including mortgage advisors, quality control team, broker development managers, sales team trainers, staff supervisors in all departments and the training and competence team. This ensures a consistent approach to learning and acquiring knowledge for all its employees which in turn manifests itself in a technically and regulatory confident workforce.

Outside its core objectives, these benefits also improve soft skills too, such as leadership, confidence and teamwork.

Comprehensive, convenient and continuous training

Employees are required to complete a set of modules and related assessments on an annual basis, to ensure they stay up to date with the latest relevant industry developments and maintain any qualifications and expertise they need to provide a high quality of service to customers. This is part of a mandatory Continuous Professional Development (CPD) programme. Principality prepares the assessments using CII materials and courses from Mortgage Assess. These are delivered quarterly and require around four to five hours to complete per participant - which represents an extremely good return on time investment in terms of keeping technical skills current.

New regulatory requirements are added free of charge to the Mortgage Assess online system - so no one needs to worry about extra costs and the latest requirements are always available.

This training system is well established. Employees understand what is required of them, and are motivated to deliver it. Principality supplements CII content with wider support such as seminars and team meetings, which further empowers everyone involved and encourages them to take control of their own on-going learning. Learning modules and technical support are always on hand and easy to access online, which suits the frenetic nature of today's typical customer facing professionals.

The digital nature of Mortgage Assess makes training extremely easy. Bite-size modules take 20 minutes to complete and therefore employees can comfortably schedule them into their working day.

New courses and additional material can be added quickly as soon as they become available, giving employees the confidence that they are always using the latest information. Better still, this service is free for existing users, which helps keep training budgets under control, and adding extra licences for new employees is very simple.

CII Mortgage Assess is one of four Assess products available for different industry sectors. The others are Insurance Assess (for insurers) Broker Assess (for brokers) and Financial Assess (for financial services companies).



“Mortgage Assess has all the resources we need to keep our employees technical skills up-to-date, in one place. Because it's online, we can get hold of the modules and support we need, quickly, whilst always staying in control of how we deliver them. It's an ideal combination.”

**Shaun Middleton,
Head of Regulated Sales
and Intermediaries
Principality**



“We're really proud of our partnership with Principality. It's lasted many years, which is a sign that it's working well for them and their employees. Delivering training online through Mortgage Assess means we've been able to help the sector stay compliant with all regulatory requirements as they've been announced.”

**Lorraine Cox,
Corporate Development Manager
Chartered Insurance Institute**