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Institute
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Best Practice Series: Enhancing technical
expertise through Accreditation

Senaratne Insurance Brokers

Achieving Professional excellence by Accreditation

Founded in 1979, Senaratne Insurance Brokers is a leading independent financial insurance broking company in Sri Lanka. Client-centric in approach, it has built its reputation on listening to every customer it works with, to understand their requirements and provide informed advice and comprehensive insurance solutions that satisfy them. Above all, Senaratne Insurance believes in the power of long-term partnerships, created by delivering tangible expertise and technological innovation.

The business employs more than 40 fully-trained staff, based out of an office in the heart of Colombo and led by hands-on full-time four Chartered Insurance qualified company directors.

It has continued to set the standards for insurance services in its region: Senaratne Insurance brokers was the first Sri Lankan insurance broking company to be accepted by Lloyd's of London as a Lloyd's Cover holder, and has been granted the status of "Lloyd's Correspondents" in 1988.

Creating a foundation

The mission of Senaratne Insurance Brokers is to be a world-class insurance broker: by providing outstanding solutions, setting the benchmark for customer service, offering employees a unique working environment and adding value to the wider society. To deliver this goal, it is essential to have not only comprehensive industry knowledge and compliance but also a commitment to ongoing professionalism.

The business, therefore needed a way to ensure every employee reached these high standards, by improving technical abilities, communicating the latest critical information and giving clients the reassurance that they are working with the very best in the business.

CII qualifications provide this. The CII accreditation programme is central to Senaratne Insurance Brokers achieving and maintaining high standards of professional excellence in the sector - and in Sri Lanka. Most of its client-facing account handlers and claims employees have completed courses run by the Sri Lanka Insurance Institute. Based on CII learning units and lectured by respected insurance professionals, they provide all participants with a high level of technical knowledge using practical study materials which are relevant to typical day-to-day working operations. All training is subsidised and managed by the business.

New skills, sustained success

Employees have been extremely enthusiastic about the CII accreditation programme - and it shows in their performance. Many have obtained base qualifications from the Sri Lanka Insurance Institute, and their success has noticeably improved staff productivity and morale. Externally, as well as enabling them to provide a better service to customers and forge stronger relationships, the insurers also feel positive and comfortable dealing with representatives who are well-qualified and know the finer intricacies of the profession.

Today, all four full-time Directors hold CII Chartered Status. What's more, Senaratne is the only Insurance Broker in the whole of South Asia to achieve the CII's prestigious gold standard - the coveted title of "Corporate Chartered Insurance Brokers". Without doubt, these accolades have helped the business increase turnover - and impressively retain customers once they have been acquired. This demonstrates clearly that the skills learned through accreditation are valued and relevant in the real-world workplace.

Making a difference, every day

Certainly, sales cycles are shorter, and this is something that Senaratne Insurance Brokers is looking to build on and increase productive business in the coming months. The Directors believe that this improvement is directly attributable to the increased number of qualified employees in their workforce, as they have a more professional outlook allied to greater sector knowledge. Overall, the directors acknowledge that the CII has been pivotal in Senaratne's success.



"I joined Senaratne fresh from school in 2005, to pursue a career in a service-led industry. Having learnt the basics of insurance during an internal induction programme, I wanted to improve my knowledge of the more technical aspects of the business. This would help me serve customers better, as well as further my own future career.

This decision changed my professional life. I learned how to think analytically and across a much broader professional remit. It has improved both my career prospects and my reputation with the people I work with. Senaratne has supported me throughout and rewarded my success, which has made a huge difference - especially when it has involved bonuses and promotions!

Having now completed my MBA and with more than a decade of industry experience behind me, I am focused on furthering my studies and becoming an Associate of London's prestigious Chartered Insurance Institute.

Nimali Wickramaratne
Corporate Accounts Manager
Senaratne Insurance
Brokers (Pvt) Ltd.
Holder of Diploma
in Insurance and Cert CII



"The one thing that really binds Mr. Nihal Senaratne and his senior management team together is their quest for excellence. Senaratne Insurance Brokers has an impressive list of many 'firsts' in the Sri Lankan Insurance market and most of their efforts in enhancing technical expertise along with influencing positive behaviour and professional conduct is aimed at giving their customers the best possible experience."

Sainesh Dar, Director of South Asia
Chartered Insurance Institute