

April 30, 2020

PROTECTION GURU LAUNCHES NEW ADVISER RESOURCE TO KEEP POLICIES IN-FORCE

- FTRC's Protection Guru resource hub has built new question sets using adviser feedback to give easier access to insurer information

Protection Guru has launched a new information resource for advisers, which utilises a comprehensive, searchable Q&A matrix. The resource 'Keeping policies in force' makes it simple for advisers to search Protection information on areas including premium holidays, benefits reductions, sabbaticals/career breaks, waiver of premium, policy cancellations and bounced direct debits so they know what each insurer is doing.

The new resource can be accessed at <https://protectionguru.co.uk/coronavirus-microsite/> where, once an option e.g. premium holidays is selected there is a list of questions preceded by a dropdown box where the user can select the provider whose data they want to view. The answers provided by insurers then appear alongside the questions. The data is drawn from a database which sits on the survey system that powers FTRC's Quality Analyser advice engine.

Ian McKenna, Director at FTRC, said: "We built the question sets using feedback from advisers who have identified the information they want most. Insurers responses are delivered in a consistent style to ensure advisers can get the detail they need. Having easy-to-search access to this information will help advisers to keep policies in force, which is especially important during the Covid-19 crisis."

Robert Harvey, Head of Protection Advice at Drewberry Insurance, said: "The work Protection Guru has done on informing the adviser community about insurers' responses to Covid-19 has been absolutely superb, a real credit for our industry."

Thomas Horton, Managing Director of The Insurance Surgery, said: "I want to extend my thanks from the team for the up to date information Protection Guru is providing in these times, which really is incredibly useful."

-ENDS-



For further information or comment, contact:

Matthew Morris Carr Consulting & Communications matthew@carrcandc.co.uk T: 07717 420693	Kevin Carr Carr Consulting & Communications kevin@carrcandc.co.uk T: 07887 838811	Ian McKenna FTRC Ian.mckenna@ftrc.co.uk T: 020 3740 0000
---	---	--

About FTRC

Established in 1995, the Finance Technology Research Centre (FTRC) is a specialist research consultancy.

The company has four key areas of activity:

- Facilitating industry collaboration in the life assurance and long-term savings industries via a range of forums which bring together leading players from manufacturing, distribution and support services to identify where working together can achieve better outcomes for consumers and the industry.
- Research and benchmarking through the delivery of software and ratings to help financial advisers compare the quality of financial products, available at www.qualityanalyser.com
- Insight reports which focus on key strategic issues such as the future of financial advice and how organisations can enhance the quality of their services to consumers.
- Bespoke consultancy on any of the above.