



May 20th, 2020

## FTRC PROTECTION PRODUCT RATINGS TO LAUNCH ON PROTECTIONGURU.CO.UK

- Protection Guru website reports over 9,000 visitors per month now visit the website which launched in March 2019

FTRC has announced that its annual Protection product ratings will now be freely accessible through ProtectionGuru.co.uk. The product ratings have previously been available to the users of their Quality Analyser software but these are now being made accessible to users of the Protection Guru website which has over 9,000 visitors per month. In addition, over 15,000 tables detailing insurers approach to different aspects of COVID19 have been downloaded since the launch of Protection Guru's dedicated microsite late March 2020.

The ratings summarise independent analysis benchmarking up to ten key features that based on adviser feedback are the most relevant to consider when selecting the most appropriate cover for their clients. FTRC awards either a Gold, Silver or Bronze rating to those providers whose overall proposition meets or exceeds the key adviser criteria, offers an acceptable standard of product features, has a robust customer claims strategy and receives positive feedback from users of their Quality Analyser service.

The 2020 protection ratings will be announced in the second half of the year and are part of a wider toolkit from FTRC, which includes the Quality Analyser service that helps to support financial advisers, para-planners and networks who advise clients on protection cover. Quality Analyser can be linked to third-party services, including portals, specialist IFA websites, aggregators and price comparisons, and adviser practice management systems.

**Ian McKenna, Director of FTRC, said:** "The ratings and the Protection Guru website provided by FTRC ensures advisers are fully informed when providing protection advice. Using these tools, and the ability to conduct full product analysis from our research using Quality Analyser, enables advisers to demonstrate that they've conducted an independent assessment and that the advice they've given is fully compliant. So, they are beneficial services for both advisers and their clients. It is also great to see our COVID19 microsite being used so regularly."



**Charly Higson, Mortgage & Protection Director at TFA, said:** "Protection Guru is a mine of information for advisers which helps us every day. Making the FTRC Protection Product Ratings available via the site is another great step forward to help us document why we select better quality products over the cheapest to achieve better customer outcomes."

**Liann Hill, Sales Manager & Protection Specialist at Lifetime Assure, commented:** "The updates from Protection Guru over the last few weeks have been brilliant and really have helped us win and secure business."

**-ENDS-**

**For further information or comment, contact:**

<b>Matthew Morris</b> Carr Consulting & Communications <a href="mailto:matthew@carrcandc.co.uk">matthew@carrcandc.co.uk</a> T: 07717 420693	<b>Kevin Carr</b> Carr Consulting & Communications <a href="mailto:kevin@carrcandc.co.uk">kevin@carrcandc.co.uk</a> T: 07887 838811	<b>Ian McKenna</b> FTRC <a href="mailto:Ian.mckenna@ftrc.co.uk">Ian.mckenna@ftrc.co.uk</a> T: 020 3740 0000
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**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](http://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.