

Client Journey Overview

Protection Advice Process – Impact Financial Services

Purpose

The purpose of this document is to outline the overall process of supporting a client with protection advice.

It helps advisers understand the full client journey – from the first contact through to ongoing support after the policy is in place.

The process typically includes the following stages.

1 INITIAL CONTACT

This is the first interaction with the client.

The contact may come from:

- a referral
- a marketing lead
- a direct enquiry
- an existing client relationship

At this stage the adviser should:

- introduce themselves
- briefly explain their role and services
- arrange a protection advice meeting

The objective is to schedule a structured advice conversation.

2 CLIENT ADVICE MEETING

This is the main meeting with the client.

During this meeting the adviser will:

- understand the client's personal and financial situation
- explore potential financial risks
- identify protection needs
- provide a suitable recommendation

The structure of this meeting is explained in the following sections of this document.

3 APPLICATION PROCESS

If the client decides to proceed with the recommendation, the application process begins.

This may include:

- completing the application form
- completing the full medical questionnaire
- underwriting assessment by the insurer
- potential additional medical information or reports

The insurer will then review the information and decide whether to accept the application.

4 POLICY ISSUE

If the application is accepted by the insurer:

- the policy is issued
- policy documents are provided to the client
- the insurance cover begins

The adviser should ensure the client understands the key policy details.

5 POST-SALE SUPPORT

After the policy has been issued, the adviser remains the client's point of contact.

This may include:

- support with policy changes
- assistance with claims
- periodic protection reviews
- updating cover when the client's circumstances change

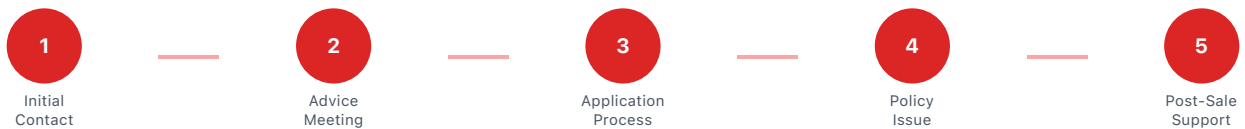
Purpose of the Meeting Structure

The meeting structure described in this document is designed to help advisers:

- conduct a structured protection advice meeting
- clearly identify the client's needs
- provide a suitable recommendation
- explain the product in a clear and transparent way

This structure is also used during Role Play assessments to evaluate an adviser's ability to conduct a professional protection advice meeting.

Client Journey at a Glance



First Contact & Discovery

Stage 1 — Client Journey Overview

Purpose of this Stage

The purpose of this stage is to establish initial contact with the client and gain a basic understanding of their situation before the formal advice meeting takes place.

At this stage the adviser focuses on building rapport, explaining their role, and identifying whether the client may benefit from protection advice.

Objectives

The adviser should aim to:

- introduce themselves and their role
- explain the purpose of the conversation
- build initial rapport with the client
- gain a basic understanding of the client's circumstances
- determine whether a protection advice meeting is appropriate

KEY AREAS TO EXPLORE

During the discovery conversation the adviser may ask general questions about:

Personal circumstances

- family situation
- dependants
- home ownership

Employment and income

- employment status
- stability of income

Existing financial commitments

- mortgage or rent
- loans or other liabilities

Existing protection

- life cover
- critical illness cover
- income protection
- death in service benefits

The aim is not to conduct a full fact find at this stage, but to understand the client's situation sufficiently to prepare for the advice meeting.

SETTING EXPECTATIONS

The adviser should explain what will happen during the advice meeting.

For example:

- the adviser will ask questions to understand the client's situation
- potential risks will be discussed
- suitable protection options may be recommended

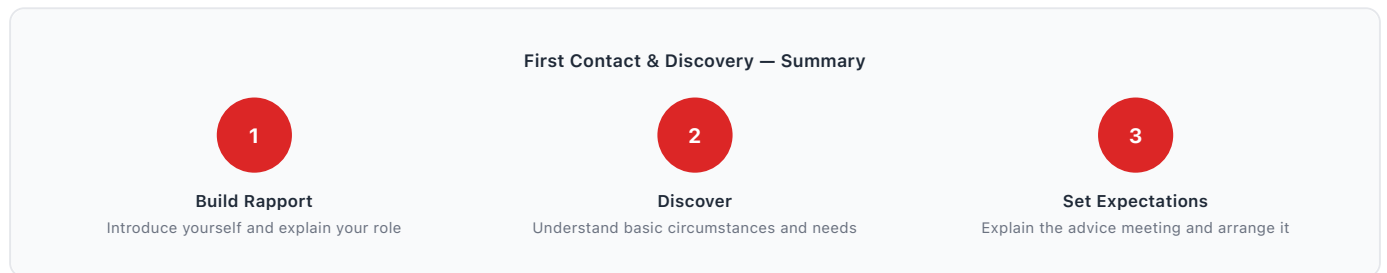
Example wording:

"During our meeting I will ask a few questions to understand your situation and the financial risks that could affect you or your family. Based on that, I will explain the available protection options and help you decide what may be appropriate."

OUTCOME OF THIS STAGE

By the end of the First Contact & Discovery stage the adviser should:

- understand the client's basic circumstances
- confirm whether protection advice is relevant
- arrange a structured protection advice meeting



Protection Advice Meeting Structure

Stage 2 — Client Journey Overview • Summary of 12 Meeting Stages

1 OPENING

The purpose of this stage is to start the meeting in a professional and structured way.

The adviser should:

- introduce themselves
- briefly explain their role
- introduce the company
- explain the purpose of the meeting
- outline what will be covered

Example:

"Today I would like to understand your situation, explore any financial risks that could affect you or your family, and then discuss what protection options may be appropriate."

2 FACT FIND

At this stage the adviser gathers information about the client's personal and financial situation.

Areas to explore include:

Family situation

- partner or spouse
- children
- financial dependants

Employment and income

- occupation
- income level
- employment stability

Financial commitments

- mortgage or rent
- loans or credit commitments

Existing protection

- life cover
- critical illness cover
- income protection
- death in service benefits

3 RISK DISCUSSION

The adviser discusses potential financial risks that could affect the client or their family.

These risks may include:

- death of the main income earner
- serious illness
- inability to work due to illness or injury

Example questions:

"What would happen financially if your income stopped tomorrow?"

"How long could the household manage without your income?"

4 NEEDS ANALYSIS

The adviser identifies potential protection gaps based on the information gathered.

Areas that may require protection include:

- family financial security
- mortgage protection
- income replacement
- lifestyle protection

The adviser should connect the client's risks with potential protection needs.

5 PRIORITISATION

At this stage the adviser helps the client prioritise their protection needs.

The adviser should ask:

"Which of these risks feels most important for you to address first?"
"What monthly budget would you feel comfortable allocating to protection?"

Needs may be grouped as:

- Must have Should have Nice to have

6 MEDICAL PRE-SCREENING

Before presenting a recommendation, the adviser may ask general health questions.

The purpose is to identify potential underwriting considerations.

The adviser should clarify:

"A full medical questionnaire would only be completed if you decide to proceed with an application."

Questions may relate to:

- existing medical conditions
- regular medication
- past hospital treatment
- upcoming medical investigations

7 RECOMMENDATION

The adviser presents a suitable protection solution based on the client's needs.

The recommendation should explain:

- the need identified
- the proposed solution
- the amount of cover
- the policy term
- the monthly cost
- why the recommendation is suitable

Example:

"Based on what we discussed, protecting your family and covering the mortgage appears to be the main priority."

8 POLICY WALKTHROUGH

The adviser explains how the policy works in practical terms.

The explanation should cover:

- what the policy covers
- when the benefit would be paid
- any key exclusions
- waiting periods if applicable
- payment structure

The objective is to ensure the client clearly understands the product.

9 POLICY FEATURES

The adviser explains important product features where relevant.

These may include:

Guaranteed Premium

Premium remains fixed throughout the policy term.

Reviewable Premium

Premium may change following periodic review.

Waiver of Premium

Premium payments are covered if the client becomes unable to work due to illness or injury.

Total Permanent Disability (TPD)

A benefit payable if the insured person becomes permanently unable to work.

Additional benefits

Some policies may include additional benefits such as fracture cover or rehabilitation support.

10 KEY FACTS

The adviser explains the Key Facts or product summary document.

This document provides:

- an overview of the policy features
- the costs and charges
- key exclusions and limitations

Clients should be encouraged to read this document carefully.

11 UNDERSTANDING CHECK

Before proceeding, the adviser should confirm the client understands the recommendation.

Example questions:

"Does everything we discussed make sense?"

"Is there anything you would like me to explain again?"

A good practice is asking the client to summarise their understanding of the policy.

12 CLOSING

The meeting ends with a summary and clear next steps.

Possible outcomes include:

- proceeding with the application
- sending a summary of the recommendation
- arranging a follow-up discussion

The adviser should confirm:

- the recommended solution
- the next steps in the process

12 Meeting Stages — At a Glance

- | | | | |
|-------------------|-------------------------|------------------------|----------------------|
| 1 Opening | 2 Fact Find | 3 Risk Discussion | 4 Needs Analysis |
| 5 Prioritisation | 6 Medical Pre-Screening | 7 Recommendation | 8 Policy Walkthrough |
| 9 Policy Features | 10 Key Facts | 11 Understanding Check | 12 Closing |

Document Control

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Impact Financial Services

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Protection Advice Process