

The relationship gets strengthened by keeping in touch with the client from time to time, by greeting him on some occasion like a festival or a family event. Similarly when there is a moment of difficulty or sorrow by to offering assistance.

#### 4. The claim stage

The agent has a crucial role to play at the time of claim settlement. It is her task to ensure that the incident giving rise to the claim is immediately informed to the insurer and that the customer carefully follows all the formalities and assists in all the investigations that may need to be done to assess the loss.

### C. Grievance redressal

#### 1. Overview

The time for high priority action is when the customer has a complaint. Remember that in the case of a complaint, the issue of service failure [it can range from delay in correcting the records of the insurer to a lack of promptness in settling a claim] which has aggrieved the customer is only a part of the story.

Customers get upset and infuriated a lot more because of their interpretations about such failure. There are two types of feelings and related emotions that arise with each service failure:

- Firstly there is a sense of unfairness, a feeling of being cheated
- The second feeling is one of hurt ego - of being made to look and feel small

A complaint is a crucial “**moment of truth**” in the customer relationship; if the company gets it right there is potential to actually improve customer loyalty. The human touch is critical in this; customers want to feel valued.

If you are a professional insurance advisor, you would not allow such a situation to happen in the first place. You would take the matter up with the appropriate officer of the company. **Remember, no one else in the company has ownership of the client's problems as much as you do.**

Complaints / grievances provide us the opportunity to demonstrate how much we care for the customer's interests. They are in fact the solid pillars on which an insurance agent's goodwill and business is built. At the end of every policy document, the insurance companies have detailed the procedure of grievance redressal, which should be brought to the notice of the customers at the time of explaining the document provisions.

**Word of mouth publicity (Good/Bad) has significant role in selling and servicing.** Remember good service gets rewarded by 5 people being informed, where as bad service is passed on to 20 people.

#### 2. Integrated Grievance Management System (IGMS)

IRDA has launched an Integrated Grievance Management System (IGMS) which acts as a central repository of insurance grievance data and as a tool for monitoring grievance redress in the industry.