



NOBLEOAK

Client Care Guide 1

OUR COMMITMENT
TO YOU

Client Care Guide issued by:

NobleOak Life Limited

ABN 85 087 648 708 AFSL No. 247302

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Our commitment to you

About this guide

NobleOak Life Limited (NobleOak) is bound by The Life Insurance Code of Practice (the Code).

The objectives of the Code are to ensure that we:

- Deliver a high standard of customer service throughout your relationship with us
- Continuously improve the services we offer you
- Communicate with you in plain language unless medical or other technical terminology is needed
- Seek to increase consumer trust and confidence in the life insurance industry.

The Code deeply resonates with NobleOaks' own values which has been built around the principles of Clarity and Transparency, Fairness and Respect, Honesty, Timeliness and Plain Language.

As part of NobleOaks' commitment to the Code, we have developed Client Guides that set out the standards you can expect from our services every step of the way.

This guide covers the standards on how we will ensure our staff have the necessary training and expertise to help you obtain the cover you want and that they comply with all aspects of the Life Insurance Code of Practice.



Our people and our conduct

All of our staff receive role appropriate initial training when they start with us and ongoing training regarding our products including what is acceptable conduct when dealing with clients. Our training includes.

- a) the client's perspective
- b) our Life Insurance Policies and the characteristics of customers in the target audience
- c) acceptable and unacceptable sales practices
- d) the Code's relevant standards

We supervise and monitor our staff and undertake ongoing quality assurance to ensure they comply with our procedures to deliver a high quality client experience and that they comply with the Life Insurance Code of Practice.

We cannot provide you with financial advice, but we can provide you with information about our products and the service we provide.

We have Sales rules and quality standards that allow you to take your time, receive all the information you require and explain to you if any of the information we are providing may change over time. You should never feel like you are pressured to take out insurance with us.

Where a Direct Sale is made verbally, we have sales rules that state we will:

- a) periodically, as appropriate, ask if you understand the information the salesperson has given you
- b) allow you time to ask questions

- c) give you information to help you decide how much cover you want
- d) if applicable, explain to you that Premiums may change over time and provide an example
- e) tell you at the start of the application process that you are now applying to buy a Life Insurance Policy, and ask for your explicit agreement to proceed
- f) not sell you the policy or take your payment details if you ask for time to think about the policy before applying or purchasing, and offer to set up a call or meeting to discuss it later, and
- g) never take advantage of vulnerable customers and know when to stop selling.

We will investigate any concerns raised or identified about the sales practices of our staff. If we find that any of our staff have engaged in an unacceptable sales practice, how we fix it will depend on the circumstances, but will include us taking one or more of the following steps:

- a) saying sorry
- b) cancelling your policy with your agreement
- c) refunding your Premiums
- d) paying you interest on the refunded Premiums
- e) adjusting your cover or arranging for more suitable cover with your agreement
- f) correcting information
- g) honouring a claim
- h) another measure appropriate to the circumstances.

If you are not satisfied with our proposed remedy, we will review your concern and tell you how to escalate it through our complaints process.



Our advertising standards

When we advertise and market our Life Insurance Policies, we will ensure that:

- a) our advertising is clear and not misleading
- b) any images we use do not detract from or reduce the prominence of any statements
- c) any price or Premium we refer to is consistent with what members of the target audience will likely pay
- d) any specific circumstances a benefit depends on are clear
- e) any phrases like 'free' or 'guaranteed' are not likely to mislead
- f) short-term incentives that are not part of the policy, such as gift cards, do not encourage customers to buy the policy solely for these incentives
- g) we comply with the relevant laws, ASIC regulations and guidance on advertising financial products and services and
- h) any information in our advertising campaign is consistent with the product design and the target audience for whom the product has been designed to meet their genuine consumer needs and the disclosures in any corresponding Product Disclosure Statement.

We will review the target market at least every **3 years** so that policies are designed for the relevant class of consumers to meet a genuine need.

When we design and introduce new Life Insurance Policies, we will:

- a) use plain language in our sales and policy information unless medical or other technical terminology is needed
- b) consumer-test the plain language information required which deals with policy documentation and yearly statements
- c) provide clear information to help customers make informed decisions
- d) where we increase your benefit each year to match inflation, we will link the increase to an index that broadly reflects wage or price inflation in Australia, and we will tell you that you can opt out of these increases.
- e) where benefits are payable after a defined medical event, we will review all medical definitions at least every **3 years** with help from relevant medical specialists to ensure that they do not include a method of diagnosis or treatment which is obsolete and will update these medical definitions if needed

Our insurance products and marketing

When we design new products, we will ensure they:

- a) are likely to be consistent with the typical objectives, financial situation and needs of consumers for whom the product is designed (known as the target market).
- b) do not incorporate a blanket exclusion specific to mental health in the general terms and conditions

Replacing your existing cover

If you are replacing existing life insurance cover, you should not cancel any existing cover until your application with us has been accepted and your cover has been issued. We will tell you about the general risks associated with changing life insurance cover including any exclusions that may apply under our policies.



We will explain your duty to provide complete and accurate answers to our questions and what happens if you do not disclose all relevant information when you apply for cover. Your Duty to Take Reasonable Care is set out clearly in the Product Disclosure Statement (PDS) provided to you.

Communicating with you about your cover

When you receive information from NobleOak regarding a quote, application, or policy you have taken out with us, we will tell you:

- the types of cover you are insured for;
- how much you are insured for, and your options in relation to indexation;
- how much your cover costs;
- the types of cover you are insured for;
- how much you are insured for, whether the cover is fixed or subject to indexation;
- how much your cover costs;
- your right to cancel new cover (known as the "cooling-off period");
- the specific events you are not covered for (exclusions);
- where your cover includes benefits payable for a defined medical event (for example our Trauma and Total and Permanent Disability benefits), a general description of circumstances in which benefits would be paid, and specifically whether or not benefits are payable on diagnosis or require a certain degree of severity in order to be payable;
- about any waiting periods that apply before you can access benefits;
- how your insurance premium, being the price you pay for your cover, operates including any premium payment options;
- information about the impact a claim could have on other benefits or income if it is relevant to your cover; and
- information about our claims and complaints process

Our PDS has been written to enable you to easily understand what you are covered for and any standard exclusions. We will email you the PDS with your quotation or a paper copy is available at no cost upon request.

Your feedback is important to us

From time to time, we may email or call you to request your feedback about your experience with us.

We use your feedback to help us continuously improve our products and services. Results are shared with our Senior Leadership Team who review and identify any issues and implement further training when required.

Providing additional support and your privacy

We understand that our clients are not experts in life insurance. If we identify that you need additional assistance during the quote or enquiry stage, when taking out a cover or in the administration of your cover we will work with you to provide additional support.

NobleOak also has a specialist **ClientCare** team which are dedicated to the care and support of our clients.

You can contact Client Care in the following ways:

- **Email:** clientcare@nobleoak.com.au
- **Call:** **1300 396 455**
8.00am-6.00pm Mon-Fri (AEST)
- **Mail:** GPO Box 4793, Sydney NSW 2001

We respect your right to privacy. Our Privacy Policy sets out our obligations in the collection, use, storage and disclosure of your personal information. It is available on our website at www.nobleoak.com.au/privacy-policy

If you have any questions please contact our Client Services Team:

- **Call:** **1300 551 044**
8.00am-6.00pm Mon-Fri (AEST)
- **Email:** enquiry@nobleoak.com.au
- **Mail:** NobleOak Life Limited,
GPO Box 4793, Sydney NSW 2001



NOBLEOAK

The smarter way to insure your life

CONTACT US AT NOBLEOAK

Quotes & Applications: 1300 041 494

All other enquiries: 1300 551 044

By mail: NobleOak, Freepost, GPO Box 4793

SYDNEY NSW 2001 (no stamp required)

By email: enquiry@nobleoak.com.au

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