

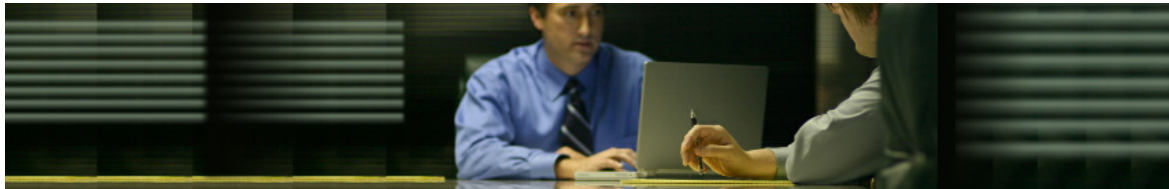


Tactica helps brokers to deliver on TCF outcomes.

Tactica demonstrates how its Premium Finance facility can enable brokers to help prove their delivery of the FSA's TCF initiative.



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Tactica helps brokers to deliver on TCF outcomes.

Tactica recognise the advantages offered by a commitment to treating customers fairly and fully support the FSA's principle for the protection of customers' interest.

However, for many brokers and financial commentators one core problem of the FSA's TCF initiative is not whether customers are being treated fairly but how brokers can prove this is the case. It is a question that has driven many brokers to focus on 'customer satisfaction' despite the fact that the FSA does not consider this to equate to fair treatment.

However, this predicament is not universal. In recent months, Tactica has demonstrated how its facility can enable brokers to help prove their delivery of the TCF initiative.

TCF in action with own-branded Premium Finance facility

To show specifically how Tactica's Premium Finance facility can help brokers provide evidence of their success in delivering the TCF outcomes, Tactica has identified examples where their facility can help brokers visibly demonstrate fair treatment of their clients.

Outcome 1: Consumer confidence in fair treatment

'Consumers can be confident that they are dealing with firms where the fair treatment of customers is central to the corporate culture.'

For a customer to have confidence they are being treated fairly by their broker, they need to know that their customer experience is one that is shared by all of the broker's clients. For example, the customer experience is not subject to the person they are dealing with, rather it reflects a streamlined and embedded process in which meeting customers' needs is a given.

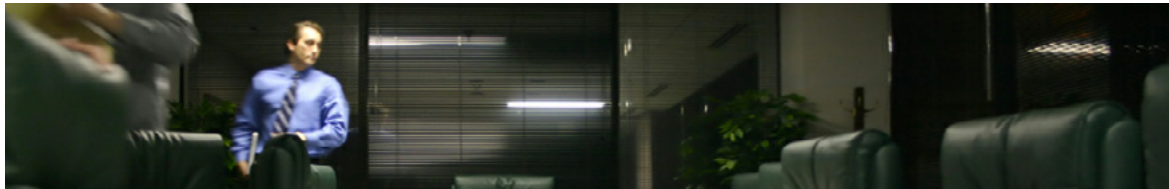
Tactica's Premium Finance Facility offers consistency of standards and uniformity of application. By having an end-to-end premium finance facility, it puts the broker in control not only of the entire process but also of client contact. For the broker, this means they have a complete customer management tool and for the client, they can be confident that their customer experience is both fair and in their interests.

Outcome 2: Meeting customer needs on products and services

'Products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly.'

Meeting customer needs is evidenced by the choices available to brokers. For example, having an own-branded Premium Facility from Tactica does not preclude brokers from accessing other facilities. And within the Tactica service brokers can set up appropriate schemes to suit a wide range of clients. This breadth of choice means the broker can present their clients with products that match their clients' needs.

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Outcome 3: Clear and regular communication

'Customers are provided with clear information and kept appropriately informed before, during and after the point of sale.'

Feedback from brokers has revealed that it is much easier for them to generate clear and regular communication when they are in control of the entire Premium Finance process. Up until their move to adopt their own-branded, end-to-end facility with Tactica, part of the client contact and information was handled by an external provider.

This apparent 'gap' in the process meant that brokers had to work even harder to ensure they were up to speed on these exchanges with their clients. Now thanks to Tactica's Premium Finance facility, the brokers control every aspect of their client contact, prior, during and post sale. In short, they now have the means to be better equipped to provide evidence of transparency with their clear and regular client communication.

Outcome 4: Personalised and suitable advice

'Where consumers receive advice, the advice is suitable and takes account of their circumstances.'

A client management tool not only provides brokers with a clear and complete picture of their clients' profiles, contact and products, but also the opportunity to develop a client relationship from 'cradle to grave'. This feature of Tactica's Premium Finance facility is already proving to be a huge asset to brokers who previously relied on other providers to handle part of the process. By putting the broker in control of the entire process enables them to develop a personalised relationship with their client; one that not only sees a significant improvement in client retention for the broker but also highly personalised advice that is specific to their clients' needs.

Outcome 5: Meeting customer expectations

'Consumers are provided with products that perform as firms have led them to expect, and the associated service is of an acceptable standard and as they have been led to expect.'

The benefit to clients of a premium finance facility that is the broker's own is the understanding and clarity of where responsibility for the products and inherent services lies. For the broker, this in-house operation gives them the control needed to ensure that their clients' expectations are not only met but wherever possible, exceeded. For example, Tactica's Premium Finance facility offers much greater flexibility with regard to such areas as MTAs and preferred payment dates and ensures there are no hidden charges or nasty surprises.

Similarly, by putting brokers in control of the process means they have greater control the interest rates, helping them to be more flexible in the terms they can offer their clients.

Outcome 6: Post Sale Flexibility

'Consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint.'

It is a fact that as in life, one thing is certain, change is inevitable, whether it is a product switch or change of provider. So having a facility that is designed to meet the needs of the customer, be that early settlement or some other change, means that should the client's circumstances change the broker can easily adapt to ensure that the interests of their clients are maintained.

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Supporting Brokers' business interests

Tactica's Premium Finance facility is customer-centric for both Brokers and their clients alike. Every aspect of the facility has been developed with the needs of both groups in mind. Tactica recognises that for Brokers to buy-in to any system or facility it needs to take into account their interests too such as cashflow, additional income opportunities and improved service standards. Tactica's Premium Finance facility does just that. For example:

Cashflow

Because this complete end-to-end facility puts the broker in control, they know immediately when a client misses a premium payment, enabling them to be proactive and deal with the issue immediately. What this means for the broker is an end to the standard 30 days wait for information to filter through from the provider and they can deal with any default promptly.

The result: no potential cashflow issues for the Broker and for the client, no lapse of cover.

Income opportunities

With control comes flexibility; the flexibility to not only offer preferential interest rates but also the opportunity to negotiate improved commission and/or credit terms with the insurer.

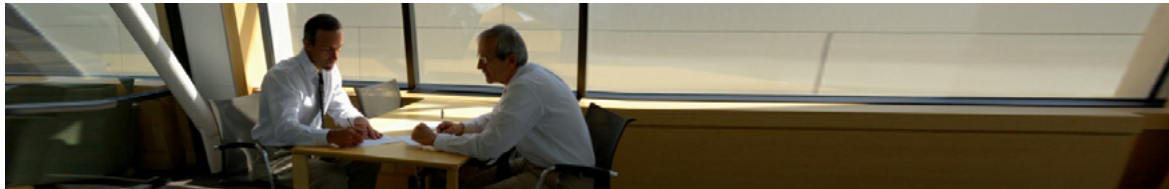
The result: the Broker enjoys a competitive advantage whilst giving their clients another reason to remain loyal.

Achieving award-winning customer service

It is a proven fact that excellent customer service yields higher retention rates and an increase in referral business. Tactica believes there is no reason why award-winning customer service should not be a reality for those brokers who with an end-to-end, own-branded Premium Finance facility. By having complete operational control, the broker is equipped to operate a leaner and highly efficient 'in-house' back office. This not only leaves more time for proactive business development but also provides customer service that is a tangible competitive advantage.

In short, for customers to enjoy fair treatment and remain loyal, Brokers need to be supported in their efforts to increase incrementally their core business and improve returns on their existing business. Tactica's end-to-end facility offers such support thanks to Tactica's innovative and pioneering approach to Premium Finance.

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What makes Tactica Premium Finance different?

Tactica Premium Finance is the antidote to much that is inherently flawed in the traditional ways of providing premium finance. It has been designed to deliver what brokers have been demanding: a more efficient and profitable way to manage their business and service clients.

For the first time, medium to large brokers can set-up their own in-house and own-branded Premium Finance facility and enjoy complete control of the entire process. This aspect alone not only means improved client management but also enables brokers to generate additional revenue, support their business management and enhance their client satisfaction and retention.

"We are delighted to support Tactica in conveying how their Premium Finance facility could enable Brokers to deliver the outcomes of the FSA's TCF initiative."

RWA Group Compliance Services

"...because its focus is customer-oriented, we believe the Tactica Premium Finance facility makes for a powerful ally of the TCF initiative."

Graham Holdaway, CEO, Tactica Premium Finance

Find out more...

To find out how Tactica's Premium Finance Facility could prove a valuable asset to your business, call +44 (0) 845 123 3990, or email: info@tacticapf.com



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