

Winter is over, so in this article I want to delve deeper into the subject of IDD and PARP.

Insurance Distribution Directive, Part 2

The product development process

TEXT MINKE VERBERK, DIRECTOR OF INSURANCE ANALYSIS

Since January 1, 2013, legal requirements apply with regard to the quality of product development processes of financial companies and the resulting products. As indicated in my previous article, these obligations apply to the developer but also to the distributor.



In addition, there are processes for the developer and distributor and these processes must be secured within the organization. The following processes apply and are mandatory for developers ensuing in the areas of distribution, target group, qualified personnel, design, product testing and product evaluation.

And for distributors (including intermediaries), the following are anchored within their own organization: obligations with regard to product development, information provision, advice, professional competence and the business processes

. All these obligations and requirements must ensure that both the developer and distributor take the products into account in a balanced manner take into account the interests of the customer.

PRACTICE

In practice, there is always little knowledge about what reviewing products (PARP assessment) entails and what should or should not be reviewed. First of all: the product development process is only necessary for the party that develops products as a product developer. If you produce products together, you are also jointly responsible. We know three processes within the process:

- All new products to be introduced are tested within the Product Approval Process (PAP) on the basis of the Product Approval Report (PAR). All active products must be reviewed on a regular basis within the Product Review Process (PRP) based on a Product Review Report (PRR)
-). All inactive products must be reviewed on a regular basis within the Product Review Process (PRP) using a Product Review Report (PRR) or a phase-out document (UD).

The last variant is the most interesting. The market states that complete insurance products (developer products) should only be reviewed by the developer. This is correct, but everyone (intermediary but also power of attorney) will still have to determine for their own organization whether the product fits the core values of the firm, there are no deviations from the insurance product and whether the right target group is being used. The latter also applies to the intermediary, who must actively provide feedback to a developer as to whether the right target group is being reached with the product.

TIME SAVING

So there really is something to do. I wonder to what extent this is now considered important within your own organization. By correctly structuring these processes and legislation such as the IDD, but also the product development process, time can be saved, this leads to a more efficient working method and you get better, useful and safer products for the customer! The customer or user of the product comes first, after all, the IDD is all about this (end) customer. ■

INSURANCE ANALYSIS

The Insurance Analysis is concerned with carrying out portfolio analyses, product comparisons and product development processes (PARP) of insurance products, where innovation is paramount.

See www.deverzekeringsanalyse.nl.