Chartered Life
Secured Life

Chartered Life Insurance Company Ltd

Citizen's Charter

OUR VISION

To become the local and regional market leader in life insurance business.

OUR MISSION

- To provide real time service to the policyholders using modern technology by practicing in our domestic market real corporate culture and build up professional team.
- To run the business ethically preferring basic belief & values.
- To develop innovative products in order to ensures growth & profitability and service of the entity for a long run.
- To establish a culture of corporate good governance and protect the interest of stakeholders.
- To ensure standard management system for valuing employees as a valuable asset.
- To introduce ourselves uniquely in competitive advantage in the insurance industry.

Strategic Objectives

As we set our vision to lead the life insurance industry of both Bangladesh and South Asia, our prime strategic objective is to develop and offer innovative insurance products and cover the risk of morbidity and mortality. In pursuit of policyholders' satisfaction, we provide income replacement and/or financial security in the event of his/her death/accidental events/maturity benefits. Moreover, we are committed to provide the all support and services to our stakeholders.

Code of Conduct and Ethical Principles

Chartered Life Insurance Company Limited believes that ethical business practice provides the basis for the stability and sustainable growth of the company. The company has established standard processes and structures. Employee's code of conduct, ethical business principles, etiquettes of responsible corporate citizen and value driven management and control mechanisms are evidence of that. The Code of Conduct is designed to guide the employees of the company to practice and comply with the prudential standards of conduct, manner and behavior. Company's Vision, Mission, Strategic Objectives, Cultural Values etc. are duly reflected in the code of conduct. The ultimate objective is to enhance the ethical and transparent process in managing the affairs of the Company. The employees of the company should adhere to the following ethical codes and principles:

- Employees must be sincere and loyal to the Company.
- Refrain from disclosing the confidential and sensitive information of the Company. - Employee behavior shall enrich the image, dignity and reputation of the Company.
- Perform the duties efficiently and faithfully.
- Protect the interest of policyholders and other stakeholders with utmost care and integrity.

Corporate Philosophy

Our underlying philosophy is to establish trust and growth of the company that is, recognized by our clients and all relevant stakeholders.

For Policyholders

To offer diversified quality products and to ensure the excellent client experience at every aspect of business.

For Shareholders

To generate continue profit and real return against their premium by investing in lawful area.

For Employees

To promote good staff morale through regular training and development and create opportunities for career development.

For Community

To adhere the national policies and objectives and contribute in the progress of the nation.

CORE VALUES

We believe in PEACE!!

- **P**artnership: Create Partnership with empathy and respect that drives strong business growth.
- **E**mpowerment: Empower the people through involvement, delegation and trust.
- **A**im: Align personal aim with the corporate aim to protect the clients' interest with highest level of professionalism.
- **C**ommitment: Committed to tender best service through innovation and creativity while maintaining height level of sincerity, integrity and transparency.
- **E**xcellence: Pursue the journey of breaking barriers in providing extraordinary products and services.

OUR COMMITMENT

TO THE COMMUNITY: We will

- provide insurance cover and financial security to every insurable segment including the socially and economically weaker sections of the society;
- meet its insurance needs in consonance with the changing social and economic environment; and
- conduct all aspects of our business keeping in view the interest of the community.

TO OUR CUSTOMERS: We will

- provide them prompt, efficient and courteous service;
- act as trustees of their funds and invest them to their best advantage;
- conduct our business with utmost economy and on sound business principles;
- build and maintain enduring relationship;
- continue informing about our products and services etc.

TO OUR WORKFOCE: We will

- promote a sense of participation and make them partners in progress;
- work towards ensuring their job satisfaction and sense of pride;
- provide an environment and the opportunities for growth to enable them to realize their full potential;
- take steps to develop professional skills to enable them to handle their assignments more efficiently.

STANDARDS FOR FAIRNESS IN DEALING WITH CUSTOMERS: We will

- **strive** to deal with our customers in an open and transparent manner;
- explain the rationale behind our decisions, consistent with requirements relating to business principles;
- continuously **expand our product line and services to afford wider choice;**

STANDARDS FOR EASY ACCESS TO INFORMATION FOR CUSTOMERS: We will

- educate the customers and the public of the various options available in the area of products and services;
- make available to the customers the literature and brochures relating to our products and services in “easy to understand” style;
- enlarge the access of the customers to reach out to the organisation through different channels like help lines, internet etc.;
- make available various information on products and services through our web page on the internet.
- enhance the content, frequency and quality of our communication with the customers, especially through the mass media like press, television, radio, etc.

STANDARD FOR POLICY SERIVICING: We will

- strive to achieve and excel the benchmarks set forth in the charter as displayed in our branch offices, sales office and those prescribed by the regulatory authority in respect of various aspects of policy servicing;
- review the standards of servicing annually with a view to improving the benchmarks, wherever necessary;
- respond to all customer enquiries promptly;
- afford the customers, opportunities to provide the organization with feedback about their perception of our services and to suggest improvements through customer surveys and customer meets;
- enhance customer conveniences through adoption of higher technologies in the areas of information and communication, simplification of processes, review and overhaul of the systems and methods;
- improve our communication with the customers in order to keep them informed about the policy status once a year along with Bonus information.

STANDARDS FOR CLAIM SETTLEMENT: We will

- strive to settle all maturity claims well in time preferably on or before the due date, on receipt of all requirements from the policyholders;
- strive to settle all death claims, which do not require investigation, within 05 days of submission of all requirements the claimants. if there is a delay in our part beyond the stipulated days, we will pay interest for the delayed period as prescribed by the IDRA.

STANDARDS FOR REDERESSAL OF CUSTOMER GRIEVANES: We will

- provide opportunity to our customers to meet the designated grievance redressal officer in all offices of the organisation without prior appointment during the second half of the working hours on all the Mondays and with prior appointment on other working days;
- register all grievances received and strive to dispose off the same within 05 days of their receipt. in case of delay beyond this period, we will explain the reasons for delay on request;
- enable a claimant whose claim has been repudiated by the claims dept, corporate office, the opportunity of appealing for a review by the claims review committees functional at corporate office.

This Charter is the summary of what Chartered Life Insurance Company Ltd proposes to offer to the Community, to the customers and to our workforce. This charter does not become a part of the Policy conditions or policy contract of the customers of Chartered Life Insurance Company or the conditions service of the Workforce of the Company.

Note: Policy servicing Bench marks are as mentioned below.

Individual Life Insurance:

SL. No	Description of Service	Bench Mark (Working Days)
1	Survival Benefit/ Partial Maturity Settlement processing	3 Days
2	Maturity Claims Settlement Processing	3 Days
3	Loan Disbursement Processing	3 Days
4	Surrender Value Settlement Processing	3 Days
5	Death Claim Settlement Processing	5 Days
6	Supplementary Claims Settlement (**CIC/AMR/Nirapatta Claim)**	3 Days
7	Any kind of Policy Alteration	1 Day
8	Duplicate Policy Document Issued	1 Day
9	Policy Revival / Reinstatement	1 Day
10	Policy Special Revival / Reinstatement by Redate	1 Day
11	Customer Service /Support through Cell Phone/E-mail/Letter/Face to Face	7 Days in a week
12	Issuance of the policy document after acceptance of the proposal	05 days
13	Acknowledge Condolence Message	02 days

Group Insurance:

SL. No	Description of Service	Bench Mark (Working Days)
1	Group Insurance Claims (Hospitalization/Maternity/ AMR/ GOPT/DOPT/EOPT)	10 Days
2	Group Life Claim (CIC/Death/AMR/Accidental Death Coverage: PPT, PPD, ADB)	05 Days
3	Acknowledge Condolence Message	02 days

Complaint Redressal Officer	Mrs. Tashrifa Arefin Executive Officer, Corporate Office
Right to Information Officer	Mr. Md. Kamruzzaman Head of POS, Corporate Office
Chief Financial Officer	Mr. Md. Monzur Ahmed Tel: 02-055128956 (Ext- 301)
Company Secretary	GM Rashed Tel: 02-055128956 (Ext- 203)
Chief Executive Officer	S.M Ziaul Hoque, FLMI Tel: 02-055128956 (Ext- 201)
Chairman	Mohammed Jahangir Alam Tel: 02-055128956
Head Office Address	Islam Tower (8th floor) 464/H, D. I. T Road, West Rampura, Dhaka-1219 **Phone:** +8802-55128956-7 **Fax:** +8802-55128956 **Email:** mail@charteredlifebd.com **Web:** www.charteredlifebd.com **Customer Service:** +880-1777770990