

DISTRIBUTOR PRODUCT GUIDE

Complete Office

- This guide is for intermediary reference only.
- It doesn't contain the full terms and conditions of the contract of insurance.
- You can find more information about the product within the [policy overview](#).
- Full terms and conditions are within the policy documents; you can request to have a copy of these.

Product design

We've provided insurance solutions to small and medium sized enterprises for over 20 years and work with industry experts such as the Association of British Insurers (ABI) and the RISC Authority, in addition to our global partners across the Allianz Group. We continually draw upon this experience and insight, as well as customer research to ensure our products continue to add value and meet the evolving needs of our small business customers.

Complete Office is a Commercial Lines General Insurance product designed for small and medium-sized enterprises across a variety of office based businesses, that want to insure Contents, Money, Commercial Legal Expenses, Public Liability and Employers' Liability.

The product design provides value as in addition to the core covers of Contents, Money, Commercial Legal Expenses, Public Liability and Employers' Liability it allows the customer to buy optional cover that meets their specific needs, which include extensions targeted to meet the needs of office based risks. Such Buildings, Business Interruption, damage to property anywhere in the UK or Worldwide and Terrorism. It also incorporates free benefits that some customers may need such as access to on-line risk management support, a legal health check and legal and tax telephone advice lines.

Target market

Our target market for the Complete Office product is established UK based small and medium-sized enterprises that have a good claims experience and a positive approach to risk management, across most types of office based businesses from accountants to veterinary surgeons, graphic designers to doctor's surgeries, that require up to

- £2,500,000 contents and computer equipment of not more than £500,000, per location, and £5,000,000 for Business Interruption with a 24 month indemnity period.

Complete Office is **not** suitable for businesses with:

- activities that are based outside of the United Kingdom and which require a global insurance solution
- office accommodation at residential premises
- buildings that are unoccupied for more than 30 consecutive days (e.g. seasonal trades),
- a person acting for purposes outside their trade, business or profession
- connections or links to sanctioned individuals or countries
- no trading activities or the retired
- with more than 15 locations.

We wouldn't expect this product to provide fair value to:

- businesses whose trading activities are conducted primarily at third party premises

Potential conflicts

The policyholder could be conflicted if they wish to make lots of small claims, just above the excess limit, as this may impact the terms offered at subsequent renewals.

Product value assessment

Our product value assessment is based on the premium we charge for the cover and the services we provide. We take a wide range of factors into consideration, such as historical and expected claims frequencies, incurred and projected claims costs, plus scenario analysis along with customer feedback.

We also consider how the premium is affected by the commission we pay the placing intermediary for the activities they conduct on our behalf. Any additional charges within the distribution chain may potentially erode the intended value of our product.

Distribution strategy

Our Complete Office product has been designed for distribution by insurance intermediaries that hold commercial agency facilities with us. They must have the appropriate level of understanding about the risks and exposures faced by their customers in the operation of their business