



# BQA



Celebrating  
people  
that protect

## Business Quality Awards 2021

# How to win a Business Quality Award

Winning a Business Quality Award is all about demonstrating your proven commitment to business performance. We've put together this handy guide so you can see how previous winners have achieved this.

### Previous winners have demonstrated the following:

#### 1. Retention

A fully functioning retention team and programme, which has included the use of our Early Warning System (EWS) or Existing Business Agent Hub.

#### 2. Success Metrics

Evidence of business success, through Management Information (MI) success relating to retention, in terms of income and customers saved.

#### 3. Changes in processes and policies

Implemented changes to processes or policies to improve customer outcomes and business benefits.

#### 4. Value added services

Provided a range of extra services to customers, which have enhanced retention rates. For example, trusts, wills, loyalty incentives etc.

#### 5. Positive results in Legal & General MI

Implemented new retention processes to improve customer retention, and identified metrics to support this.

#### 6. Customer Satisfaction Programme

Put in place a customer feedback programme that demonstrates any changes made within their business improving customer satisfaction.

#### 7. Post-sale strategy

Delivered a post-sale customer contact programme that maintains relationships with their customers, ensuring they have the right protection in place.

#### 8. Customer and Quality based performance management scheme

Implemented a customer focused performance management scheme that drives a customer focused culture and greater customer outcomes.

### Expert advice so you can deliver more

Since we launched our Business Quality programme, we have helped many adviser firms grow their business and quality standards – all whilst supporting our mutual customers.

Our Distribution Quality Management programme can help you identify less efficient parts of your business model, and show you how to make improvements with hands-on support from our experts. [Find out more.](#)

For more information please contact your usual Legal & General representative or

 [legalandgeneral.com/bqa](https://legalandgeneral.com/bqa)

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