

# Professional Account Management

Through a committed service team, Marsh applies its professional account management standards in delivering consistently high-quality service to clients throughout Asia.

The Marsh approach to account management, which can be adapted based on clients' needs, generally involves:

- Proactive anticipation of client needs;
- Commitment to identifying opportunities to enhance risk management and cost containment;
- Clearly defined responsibilities of the account service team, and accountability in meeting agreed service objectives;
- Regular reviews of the account service plan;
- An annual review of Marsh's performance and specific achievements in the preceding year; and
- Internal audits to ensure that a high level standard of service is delivered consistently.

## Compliance & Technical Services

Based in Singapore, the Compliance and Technical Services business group regulates the quality and consistency of services rendered.

The technical team works to ensure that all staff has the training and "tools" necessary to provide clients with the highest standard of professional service. This includes:

- Training on technical and topical insurance related trends, such as changes to legislation, changes to the extent of cover provided by new products in the market, and new insurance and alternative risk management opportunities;
- Drafting new and/or revising existing policy wordings, to transfer the analysis of risk exposures into client-specific policy coverage;
- Preparing comparisons between policies available in the market, and drafting endorsements for improvement to covers where appropriate;
- Assisting in major claims where technical inputs on policy wording issues are required; and
- Maintaining and distributing technical information from a database available within Marsh, including internal technical bulletins to keep staff abreast of the changing legal and insurance dynamics within the marketplace.

The group also provides maintenance and development of internal compliance systems, including:



- Reviewing and streamlining existing systems and procedures, as well as developing new procedures;
- Undertaking regular internal systems and procedural audits of staff in all offices, to ensure compliance is maintained;
- Undertaking regular audits of specifically nominated clients' insurance program files, to ensure achievement of promised client service and technical standards; and
- Developing, implementing, and maintaining a computerised document management system to facilitate support for brokers.

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