

A man and a woman are standing in a modern kitchen, looking at a tablet together. The woman, on the left, has her hair in a bun and wears glasses and a grey blazer. The man, on the right, has short brown hair and wears a grey shirt over a red t-shirt. They are both looking down at a tablet held by the man. The background shows a bright window with greenery outside and a white kitchen cabinet with a red pot on a shelf.

AXA Retail Product Strategy Document:

AXA Direct Home / Swiftcover Home



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The AXA Retail Product Strategy Document will be reviewed at least annually or earlier where required following regulatory changes that affect Product Governance, or changes in business structure or roles and responsibilities outlined in the Retail Product Governance Policy

Target Market and Product Fair Value Statement

The purpose of this document is to explain the identified target market and the expected distribution strategy for the Insurance product manufactured by AXA Insurance. It also outlines our approach to Product Oversight and Governance to demonstrate how we design, monitor, and review our products to ensure they continue to provide fair value and meet the needs, characteristics and objectives of the target market including vulnerable customers.

Product Oversight and Governance

AXA UK's Product Governance Policy sets out the standards that AXA Retail is required to implement to ensure the achievement of fair value and good customer outcomes by having robust product oversight and governance arrangements, systems, policies, and procedures in place, which encourage a business culture with customers' interests at its core.

- We identify, define, and assess our target markets at an appropriate level, based on the nature and complexity of our products
- We undertake appropriate testing of our new products before launch, to make sure they meet our customers' needs and provide fair value
- The design and performance of all our new, existing, and legacy products are subject to regular assessment and review to ensure products provide fair value and that there is a continuing customer-centric focus, achieving good customer outcomes
- We consider the needs, characteristics, and objectives of customers with characteristics of vulnerability at all stages of the design process to ensure the product meets their needs.
- The features, nature and complexity of our products are carefully matched to our intended distribution channels to ensure they reach our identified target market

These requirements are in place to ensure that all AXA UK customers receive fair value and that good customer outcomes are delivered in line with AXA UK's defined customer outcome statements.

Target Market Statements

Target Market Statements provide information about all the AXA Insurance products distributed. This includes:

- The key features and optional covers associated with our products
- Who our products are designed for and who they are not designed for
- How our products should be distributed
- The complexity of our products
- How to ensure that our product provides fair value to customers as intended
- The controls and testing in place for our products
- Whether the target market is inherently more likely to be vulnerable



Product Overview	Product Type	Private buildings and contents	
	Product Status	Closed books (closed to new business – open to renewal business only)	
Target Market Statement	Who is the product designed for?	These products are closed to new business and are therefore designed for UK based individuals aged 18 or over who: ✔ Wish to maintain cover on their existing product ✔ Continue to meet renewal criteria ✔ Have no unspent (non-motoring) criminal convictions, or prosecutions pending ✔ Live in a property of standard construction with no more than 6 bedrooms, which is not listed and was built no earlier than 1720	
	Who is the product not appropriate for?	This product is not designed for individuals: ✘ Seeking a new business policy; ✘ Who don't live in the UK; ✘ Who live in Northern Ireland; ✘ Who are aged under 18; ✘ Who have unspent criminal convictions or have been declared bankrupt in the last 2 years; ✘ Who use the property for non-clerical business activity or receive business visitors at home; ✘ Who let the property to Lodgers or Tenants; ✘ Whose property is unoccupied; ✘ Who live in a property which either has more than 6 bedrooms; is of non-standard construction; is listed; was built before 1720; ✘ Who live in a property, built since 2009, which has flooded in the last 10 years or is at high risk of flooding	
Product features	What are mandatory product features that will meet the needs, characteristics, and goals of the target market?	The product provides the following cover, up to agreed specified limits: ■ Fire, Storm, Flood, Theft, Escape of Water to Buildings and/or Contents ■ Occupiers and Public Liability (Contents) ■ Property Owners Liability (Buildings)	
	Does the product include optional covers?	The following optional extra covers can be added: ■ Accidental Damage ■ Personal Possessions ■ Garden Cover [Swiftcover only] ■ Student Cover ■ Bicycle Cover	The following add-ons can also be selected: ■ Home Emergency ■ Family Legal Expenses
Distribution Strategy	How should this product be distributed?	This product is intended to be distributed directly to customers, within the UK, where they wish to maintain cover on their existing product. The distribution strategy is considered appropriate for the target market with customers having the option to purchase these products through the distribution channel of their choice. These products are considered suitable for advised and non-advised sales by suitably skilled agents or sub-delegates via telephone, face to face or an appropriately designed on-line journey.	



Providing Fair Value	How does AXA ensure the product provides fair value to the end customer?	<p>AXA Retail continually monitors our product performance in line with the Financial Conduct Authority (FCA) Product Intervention and Product Governance Sourcebook (PROD) rules.</p> <p>AXA Retail operates a multi-layered Product Approval Process, a detailed annual Customer Fair Value Assessment (CFVA) programme & monthly Conduct Key Risk Indicator (KRI) reporting covering value measures which is governed through a formal committee structure</p>
Controls & Testing	What controls are in place?	<ul style="list-style-type: none">■ Formal product approval process where all new products or adaptations are presented for approval at one of formal governance committees (Customer & Product Committee, Customer and Trading Risk and Approvals Committee or Conduct Risk Committee) depending on materiality■ Annual CFVA'S (may be more frequent where required)■ Quarterly Pricing Ethics Committee■ Weekly Retail Pricing and Underwriting Committee■ The product is integrated into a platform using business rules, which ensure we only target customers within the intended target market
	What testing is in place?	<ul style="list-style-type: none">■ Full end to end product lifecycle testing before any new scheme or product is launched to assess whether it will meet the identified needs, characteristics, and objectives of the target market, including customers who have characteristics of vulnerability■ Ongoing pricing and business rule testing for all products, including regression testing■ Market benchmarking using industry data■ Voice of the customer (VOC) insights used to measure customer outcomes & tracked via Claims VOC Committee■ All General insurance Value Measures (GIVM) are reviewed annually via ongoing Product Testing through Customer Fair Value Assessments governed under PROD, with supplementary monthly Conduct KRI's reporting at product level via the Customer & Product Committee■ Customer Outcome Testing targeted at key risk areas either proactively or reactively based on findings from the above



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