

Our initiatives to restore the trust of customers and society

Establishment of the “Council for Agency Business Quality”

- Establishment of an industry-wide framework for evaluating the quality of agency business operations -

On June 12, the General Insurance Association of Japan (GIAJ) established the “Council for Agency Business Quality” to administer a system for fair and appropriate evaluation of the quality of agency business operations by a neutral third-party organization (hereinafter “Agency Business Quality Evaluation System (*)”).

The GIAJ has been studying the establishment of this system to ensure appropriate insurance solicitation and customer-oriented business operations at insurance agencies. The “Council for Agency Business Quality” will develop the practical aspects related to the operation of this system.

*The “Agency Business Quality Evaluation System” will be established as an industry-wide framework for evaluating the quality of agency business operations. It will be designed to supplement guidance by respective general insurance companies to their agents, in response to the “Expert Panel on Structural Issues and Competition in the Non-Life Insurance Sector” report published on the Financial Services Agency's website on June 25, 2024.

1. Overview

The “Council for Agency Business Quality”, consisting of lawyers, a university professor, consumer representatives and GIAJ directors, will administer the above system from a neutral standpoint without any interest in general insurance companies or agents.

2. Future actions

During the trial operation period of the “Agency Business Quality Evaluation System”, we will use the following tools to publicize the system, and develop specific practical procedures for full-scale operation starting in FY2026:

- A video explaining the background of the study of the “Agency Business Quality Evaluation System” (mainly for general insurance companies and agents).
- A leaflet explaining the outline of the “self-inspection check approaches” in the “Agency Business Quality Evaluation System” (mainly for general insurance agents).

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