

## ACS (Life Insurance) Courses

Required Courses	Elective Courses – Select Two
<b>ACS 100/ACS 101</b> <b>LOMA 280 or LOMA 281</b> <b>LOMA 290 or LOMA 291 or ARA 440</b>	<b>LOMA 301</b> <b>LOMA 307</b> <b>LOMA 320</b>

*The following courses from the original Life Insurance Track may be used as electives through December 31, 2012: LOMA 335, LOMA 356, and one Compliance/Law course (AIRC 410 or LOMA 311 or LOMA 316). For more detailed information on this designation, please see the Education & Training Catalog.*

**ACS 100—Foundations of Customer Service** provides a comprehensive introduction to customer service in a financial services environment. The course explores the knowledge and skills employees need to understand and deliver exceptional customer service. (**ACS 101** may be substituted for this course.)

**ACS 101—Customer Service for Insurance Professionals** is an online course that uses a variety of media to provide a comprehensive overview of the role of customer service in insurance and financial services organizations and the skills service providers need to deliver exceptional customer service. The course describes important customer service functions, processes, and technologies and offers opportunities for students to learn and improve their listening, speaking, and writing skills so that they can interact effectively with customers. (**ACS 100** may be substituted for this course.)

**LOMA 280—Principles of Insurance** introduces the principles of insurance, the process of becoming insured, and the policyowner’s contractual rights. The course includes information on the features of individual and group life insurance, health insurance, and annuity products. (**LOMA 281** may be substituted for this course.)

**LOMA 281—Meeting Customer Needs with Insurance and Annuities** is an online course that uses a variety of media to teach principles of insurance, insurance products, and the policyowner’s contractual rights. The course describes the features of individual and group life insurance, health insurance, and annuity products and emphasizes how insurance companies serve customers and meet customer needs through the products they provide. (**LOMA 280** may be substituted for this course.)

**LOMA 290—Insurance Company Operations** describes how life insurance companies operate in today’s global environment: how they are organized, how they are managed, and the roles of functional and support units in developing, distributing, issuing, and administering life insurance and annuity products. Learners who take this course will better understand how an individual job fits into the entire scope of the company, as well as the importance of each employee’s contribution to overall organizational success. (**LOMA 291** may be substituted for this course.)

**LOMA 291—Improving the Bottom Line: Insurance Company Operations** is an online courses that uses a variety of media to teach operations, functions, and product development basics unique to the insurance organization. In addition, the course will teach that (1) a company’s success depends on its operational efficiency and effectiveness and (2) every employee has a role in ensuring the company’s financial success. (**LOMA 290** may be substituted for this course.)

**ARA 440—Reinsurance Administration** shows how reinsurance strengthens the insurance industry and increases the likelihood that insurance companies will have sufficient funds to pay anticipated claims. This course also discusses reinsurance principles, regulation of reinsurance, typical provisions in a

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reinsurance agreement, the administration of reinsurance business, and the importance of quality control for reinsurance.

**LOMA 301—Insurance Administration** provides a detailed discussion of the activities of insurance administration for individual and group life coverages, focusing on underwriting, reinsurance, claims, and customer service.

**LOMA 307—Business and Financial Concepts for Insurance Professionals** introduces industry employees to basic financial concepts and terminology and relates these concepts to the business of insurance and company operations and profitability.

**LOMA 320—Insurance Marketing** covers marketing principles and the functions of marketing as an integral aspect of the life and health insurance industry.

### Course Topics

<p><b>ACS – 100 Foundations of Customer Service/ACS 101–Customer Service for Insurance Professionals</b></p> <ul style="list-style-type: none"> <li>• Introduction to Customer Service</li> <li>• Exceptional Customer Service</li> <li>• The Customer-Centric Organization</li> <li>• Organization and Teamwork in Customer Service</li> <li>• Customer Service Processes and Measurement</li> <li>• Better Customer Service Through Technology</li> <li>• The People Who Drive Customer Service: Selection and Training</li> <li>• The People Who Drive Customer Service: Evaluation and Motivation</li> <li>• Understanding Customer Expectations and Perceptions</li> <li>• Customer Service and Communication</li> <li>• Effective Communication</li> <li>• Listening to and Understanding Customers</li> <li>• Interacting with Customers</li> <li>• Succeeding in Customer Service</li> </ul>	<p><b>LOMA 280/281—Principles of Insurance/Meeting Customer Needs with Insurance and Annuities</b></p> <ul style="list-style-type: none"> <li>• Introduction to Risk and Insurance</li> <li>• The Life and Health Insurance Industry and its Regulation</li> <li>• Life Insurance Policies as Contracts</li> <li>• Financial Design of Life Insurance Products</li> <li>• Meeting Customer Needs</li> <li>• Term Life Insurance</li> <li>• Cash Value Life Insurance</li> <li>• Supplemental Benefits</li> <li>• Individual Life Insurance Policy Provisions</li> <li>• Life Insurance Policy Ownership Rights</li> <li>• Annuities</li> <li>• Principles of Group Insurance</li> <li>• Group Life Insurance</li> <li>• Group Retirement Plans</li> <li>• Health Insurance Overview</li> </ul>	<p><b>LOMA 290/291—Insurance Company Operations/Improving the Bottom Line: Insurance Company Operations</b></p> <ul style="list-style-type: none"> <li>• Insurance Company Organization and Operations</li> <li>• Corporate Governance and Ethics</li> <li>• Risk and Risk Management</li> <li>• Legal and Compliance</li> <li>• Financial Management</li> <li>• Accounting</li> <li>• Treasury Operations</li> <li>• Investment Operations</li> <li>• Auditing</li> <li>• Marketing</li> <li>• Product Development</li> <li>• Product Distribution</li> <li>• New Business and Underwriting</li> <li>• Claim and Annuity Benefit Administration</li> <li>• Customer Service</li> </ul>
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<p><b>ARA 440 – Reinsurance Administration</b></p> <ul style="list-style-type: none"> <li>• Introduction to Reinsurance</li> <li>• Regulation of Reinsurance</li> <li>• Forms of Reinsurance</li> <li>• Defining the Reinsurance Coverage</li> <li>• Reinsurance Administration Procedures</li> <li>• Claims, Rescission, and Potential Problems</li> <li>• Financial Arrangements</li> <li>• Risk Management and Reinsurance</li> <li>• Managing Retention Limits</li> <li>• Reinsurance Activities, Staff, and Systems</li> <li>• Administering New Business</li> <li>• Administering In-Force Business and Terminations of Reinsurance</li> <li>• Quality Control in Reinsurance</li> </ul>	<p><b>LOMA 301—Insurance Administration</b></p> <ul style="list-style-type: none"> <li>• Overview of Insurance Administration</li> <li>• New Business Process and Underwriting Principles</li> <li>• Legal Aspects of Underwriting</li> <li>• Underwriting Individual Life Insurance: Assessing Mortality Risk</li> <li>• Underwriting Individual Life Insurance: Financial Underwriting and Risk Classification</li> <li>• Niche Policies, Business Life Insurance, Replacements, and Supplemental Benefits</li> <li>• Underwriting Group Life Insurance</li> <li>• Overview of Claim Administration</li> <li>• Administering Life Insurance Claims</li> <li>• Reinsurance Overview</li> <li>• Reinsurance Administration</li> <li>• Effective Customer Service</li> <li>• Customer Service Practices</li> </ul>	<p><b>LOMA 307—Business and Financial Concepts for Insurance Professionals</b></p> <ul style="list-style-type: none"> <li>• The Role of Insurance in the Economy</li> <li>• Insurance Company Management</li> <li>• Managing Solvency and Profitability</li> <li>• Product Design and the Time Value of Money</li> <li>• Achieving Operational Efficiency</li> <li>• How the Economy Affects Insurance Companies</li> <li>• Financial Reports and Plans</li> <li>• Understanding Financial Ratios</li> <li>• Presenting Data Visually</li> <li>• Analyzing Population Data</li> <li>• Analyzing Sample Data</li> </ul>
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**LOMA 320—Insurance Marketing**

- An Introduction to Marketing
- How Companies Manage Marketing
- Market Segmentation and Target Marketing
- Marketing Information and Research
- Customer Behavior and Customer Relationship Marketing
- Basic Product Concepts
- Pricing Insurance Products: A Marketing Perspective
- Distribution Systems and Strategies
- Marketing Communications: Engaging the Customer
- Promotion Tools
- Regulation of Life and Health Insurance Marketing