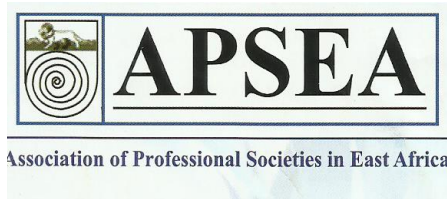


**PROFESSIONALISM, CODE OF CONDUCT AND
ETHICS (INSURANCE SERVICES)
INSURANCE INSTITUTE OF KENYA (IIK),
COLLEGE OF INSURANCE**



**BY
FELIX OWAGA OKATCH**

**CHAIRMAN AT APSEA
AND AUTHOR OF '*MARKETING MANAGEMENT INTEGRATED PERSPECTIVES*' (2017) KLB, NAIROBI,
KENYA**

Presentation Outline

1. Professionalism
2. Ethics and professionalism
3. Components of good ethics
4. Dimensions of ethics
5. Professional services according to (GATs) General Agreement of Trade in Services (GATS). A World Trade Organization (WTO), Annex IB
6. Insurance and banking services (financial)
7. Customer service values
8. Service quality (SERVQUAL) and KANO model
9. APSEA (Association of Professional Societies in East Africa).

What is Professionalism?

- Paid occupation, especially one that involves prolonged training and formal qualification
- e.g. Certificate of Proficiency (COP), Chartered Insurance Courses (CII). ACII, FCII and many more.
- Professionalism involves the act of declaring subject to examinations by an examining body that one has a particular training and knowledge on a subject matter.
- Professionalism also involves Continuous Professional Development (CPD) trainings. seminars and presentations.

What is Ethics in Profession?

- Ethics is a moral philosophy.
- It involves systematizing, defending and recommending concepts of right and wrong behaviour.
- Professional ethics encompass the personal and standards of behaviour expected of a professional.

Components of Good Ethics

1. Honesty

“Honesty is the best policy if I lose mine honour, I lose myself” by William Shakespeare

2. Integrity

“Integrity without knowledge is weak and useless and knowledge without integrity is dangerous and deceitful” by Samuel Johnson.

3. Transparency

“A lack of transparency results in distrust and deep sense of insecurity” by Dalai Lama

Components of Good Ethics contd'

1. **Accountability**

In ethics and governance, accountability is answerability, blameworthiness, liability, and the expectation of account-giving.

“When a man points a finger at someone else, he should remember that four of his fingers are pointing all himself” by Louis Nizer

2. **Confidentiality**

“In intelligence work, there are limits to the amount of information one can share. Confidentiality is essential.” Good faith, *Uberrima fides*, A Latin phrase meaning *utmost good faith*.

Components of Good Ethics contd'

1. Respect

“I speak to everyone in the same way, whether he is the garbage man or the president of the university.” by Albert Einstein.

2. Obedience to the law

- The Constitution of Kenya, 2010,
- Leadership and Integrity in Kenya, Chapter 6 of the Kenya Constitution.
- The Insurance Act Cap 487 (Revised 2015)

Dimensions of Ethics

Rules – codes of behavior according to each profession.

Punish/sanction errand members, who behave wrongly.

Responsibility – to support the rules.

Respect – be source of inspiration according to your profession.

Give guidance about your profession.

Professional Services

(I55, Central Product Classification of United Nations (CPC) Services by WTO/GATS)

1. Business services
2. Communication services
3. Construction services
4. Distribution services
5. Education services
6. Environmental services
7. Financial services
8. Health services
9. Tourism services

Professional Services contd'

10. Recreation and cultural services

11. Transport services

12. Others services not included elsewhere

Insurance Financial Services

Insurance services

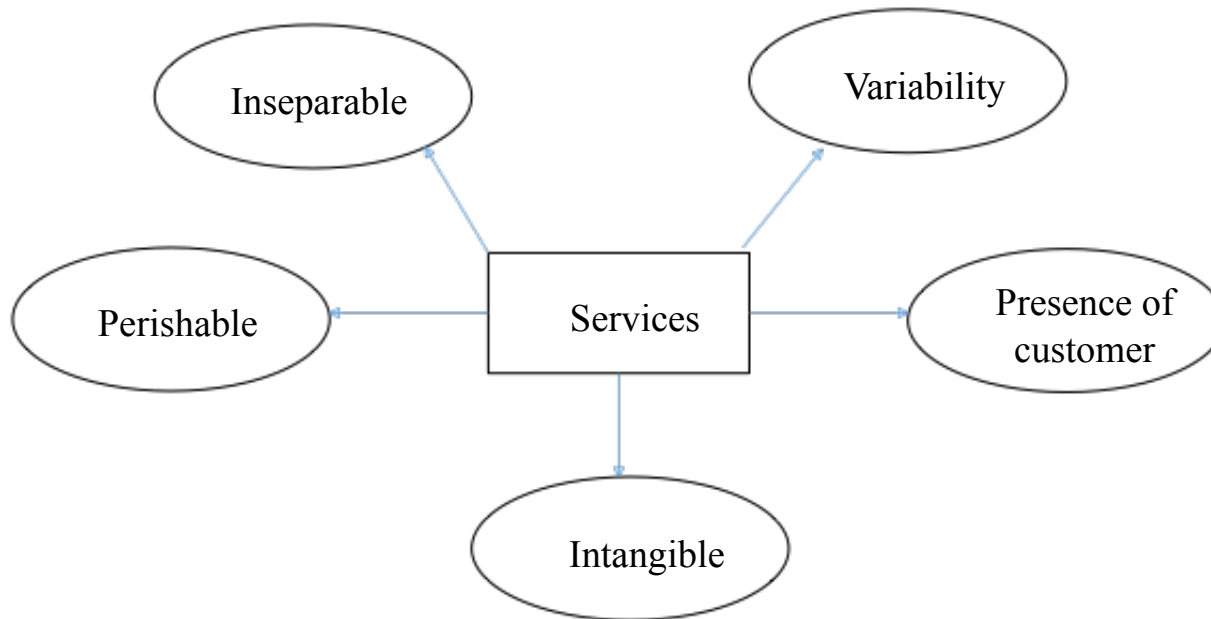
- Life, accident, health insurance services.
- Non-life insurance services
- Reinsurance and retrocession
- Services auxiliary to insurance (including broking and agency services)
- Insurance regulatory authority in Kenya.(IRA)

Banking

- Acceptance of deposits and other repayable funds.
- Lending of all types including consumer credit, mortgage credit, financing of commercial transactions and many more

Customer Values

- *'Dance with customer'* Felix O.Okatch
- Characteristics of services are;



Service Quality Models

1. SERVQUAL

$$SQ_1 = \sum_{j=1}^k I_{ij}(P_{ij} - E_{ij})$$

Where SQ – Service Quality

I – is the weighting factor i.e. importance of attribute j to an individual 'i'.

E – Expectation

P – Performance

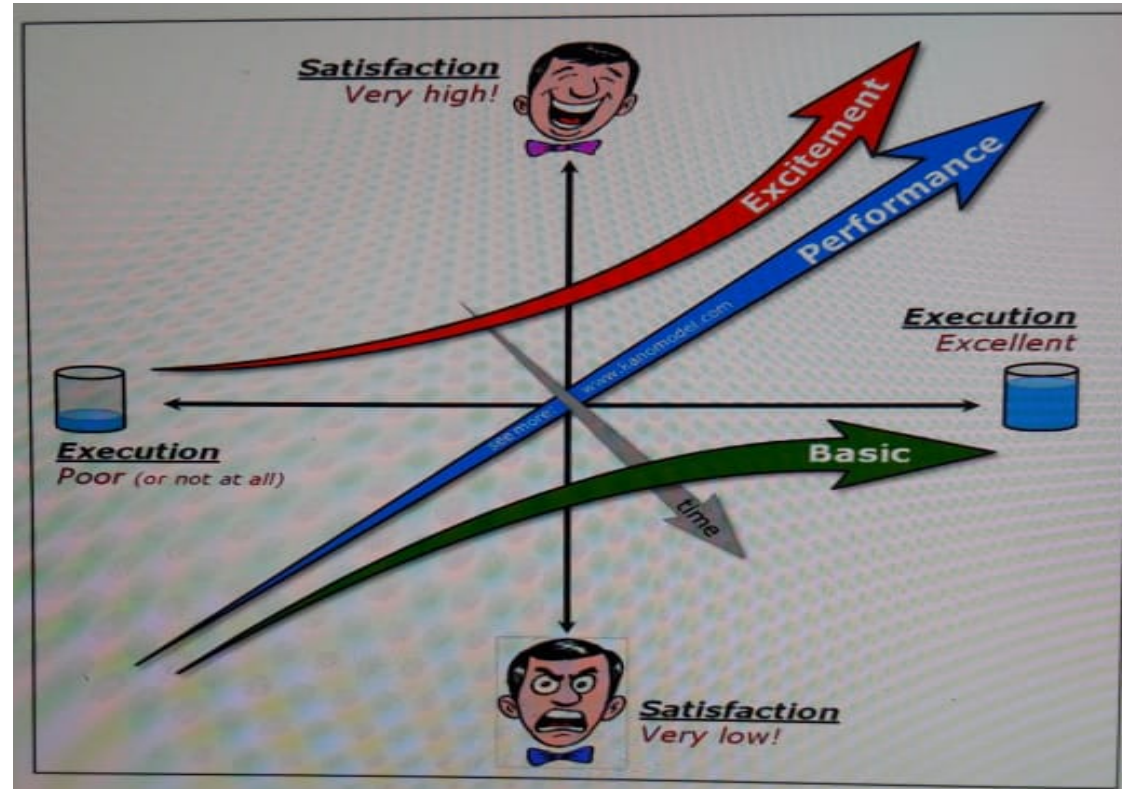
Five Dimensions of SERVQUAL

1. Tangibility
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

These can be measured by use of Standard Package of Social Sciences (SPSS).

Service Quality Models contd'

2. KANO MODEL



ASSOCIATION OF PROFESSIONAL SOCIETIES IN EAST AFRICA (APSEA)

- Started in 1961
- Joint forum and umbrella body of over 100,000 professionals in Kenya.
- Represents 28 corporate associations.
- Association must have codes of conduct
- Have Ethics and Standards of procedures.
- Adherence to highest professional standards is essential
- Promote integrity among associations
- Recognized in the Kenya Constitution 2010 as a “*joint form for professional societies* in Kenya.”
- Has a vision to be world class association or professional societies.

***THANKS FOR YOUR UNDIVIDED
ATTENTION.
ANY QUESTION?***

***FELIX OWAGA OKATCH
CHAIRMAN, APSEA***

***TEL: +254721-735489 OR 0733735489
EMAIL: okatchfelix@gmail.com or okatchfelix@yahoo.com***