

THE  
GRACECHURCH  
REPORT

# London Insurers 2015

## Placing and Producing Broker Charter



GRACECHURCH

# Broker charter

*The Gracechurch Placing and Producing Broker Charter outlines the professional standards and guidelines that we adhere to in relation to conducting broker benchmarking surveys.*

- Gracechurch adheres to the Market Research Society Code of Conduct and associated disciplinary procedures and relevant Data Protection regulations.
- All interviews will be treated as confidential: individuals will not be identified via their comments or ratings. Findings will be presented to clients as aggregated statistics, trends or anonymous verbatim comments.
- The interview is pre-tested to run for an average of 20-25 minutes: all respondents will be made aware of this at the outset of the interview and be reminded when that time is up. If the interview is overrunning the respondent will be offered the option to continue or terminate.
- All potential respondents will be offered a convenient appointment time to be interviewed.
- Interviews will be conducted via the phone or face-to-face in order to ensure high quality interactive responses.
- All respondents will be offered a summary of high-level findings: these are sent out on an annual basis.
- We will not interview any single broker more than twice per annum and only once in any 6-month period
- Broking firms will be assigned a dedicated Gracechurch contact; this person will be available to answer questions and deal with any issues relating to the survey.

