

One of the insurance industry's main success factors – a competent workforce

Breadcrumb

[Home](#)

Context | 11 February 2019

The pronounced technical and practical competence of its workforce considerably enhances the insurance industry's reputation. Systematic, nationwide basic and advanced trainings make for attractive employment conditions.

Since 2015, the insurance industry has been keeping an industry register called Cicero. The acronym Cicero stands for "Certified Insurance Competence". Cicero embodies the private insurers' industry-wide commitment to high-quality advice and lifelong learning.

Often, lateral entrants find their calling in insurance advisory. They need to be thoroughly trained to offer qualified advice. Cicero members need to be qualified Insurance Intermediaries according to the Association of Professional Insurance Education (VBV) or have an equivalent qualification. In addition, they need to follow regular professional development courses. They have to earn 60 professional development credits every two years, a requirement that corresponds to some 3-4 training days per year. Insurance companies ensure both on an individual basis and in cooperation with external suppliers that relevant topics are covered by a comprehensive and up-to-date course offering. Only courses that correspond to a defined quality standard will be taken into account for Cicero.

Commitment to qualified young talent

The insurance industry is committed to the dual Swiss education system; it recruits its own young talent. Actively educational, the insurance industry trains its own future workforce. Its 2,000 apprenticeships are an important contribution to the advancement of the next generation. Representing the working world, the Association for Professional Insurance Education (VBV) assumes responsibility for the insurance sector education together with the federal government and the cantons.

Digitisation requires new skills

Insurance companies are among the high-tech exponents of the tertiary sector. Insurance specialists therefore have to meet high professional standards. Both basic and further training are required to transfer complex professional knowledge. Core and occupational skills have to adapt to continuously changing requirements triggered by ongoing digitisation. New job profiles emerge, new qualifications are needed. For these reasons, the SIA works to promote future-oriented qualifications and closely cooperates with researchers, education providers and its members.

Read more on this topic

Committed to industry-wide basic and advanced training

The Association for Professional Insurance Education (VBV-AFA) works to promote industry-wide basic and advanced training in the private insurance sector.

Context 15.11.2017

[Read more](#)

Swiss private insurers employ some 50,000 people in Switzerland

The Swiss private insurers offer interesting careers to qualified applicants and promote modern ways of working.

Context 11.02.2019

[Read more](#)

The SIA – sustainable solutions for individuals and corporations

The SIA is the umbrella organisation of the private insurance industry with 80 members that generate 90 per cent of the Swiss premium volume.

Context 24.09.2018

[Read more](#)