



PRODUCT OVERSIGHT AND GOVERNANCE

*Smarter product governance that puts your
customers first*



At GreenKite, we help firms build smart, customer-focused product governance frameworks that drive better outcomes and meet regulatory expectations. Whether you're designing new products or reviewing existing ones, we ensure your processes are robust, efficient, and aligned with your target market's needs. Our expert team works with you to embed governance that supports innovation while giving senior management the oversight and confidence they need. From concept to continuous improvement, GreenKite empowers you to deliver products that perform—responsibly, compliantly, and with your customers at the heart of every decision.

WHAT WE OFFER

- **Expertise:** We have expert knowledge of product governance, IDD and Consumer Duty ensuring your practices align with current regulatory requirements
- **Customer-Centric:** We focus on customer outcomes, ensuring your products deliver outstanding value to your target market
- **Operational Resilience:** We provide due diligence and ongoing oversight to maintain robust operations designed with your customers in mind
- **Tailored Solutions:** We develop comprehensive strategies and plans tailored specifically to your needs supporting innovation without compromising compliance

KEY COMPONENTS

GreenKite helps firms design and embed effective product governance frameworks that are built around your customers and aligned with regulatory expectations. Strong product governance ensures your products are well-designed, well-managed, and deliver fair value to all customer groups —throughout their lifecycle.

Framework review

We begin by analysing your current product governance framework to identify any gaps or weaknesses. Based on our findings, we provide clear, actionable recommendations to strengthen your approach.

Governance framework implementation

We help you establish a robust governance structure, which may include setting up a dedicated committee framework to oversee product performance and compliance. We create tailored templates for Product Assessment and Fair Value, aligning with regulatory requirements in PROD 4 and Consumer Duty.

Manufacturer-Distributor agreements

We draft or review agreements between product manufacturers and distributors, clearly defining roles, responsibilities, and regulatory obligations for each party. We also verify that all parties in the distribution chain are delivering fair value.

Distribution strategy compliance

We assess your product distribution strategy to ensure it meets regulatory requirements and is appropriate for your defined target market.

Customer documentation review

We conduct a thorough review of customer-facing documents to ensure they are clear, compliant, and aligned with current regulatory standards.

Monitoring and reporting

We design and implement a comprehensive MI framework to monitor product value, performance and distribution effectiveness. This enables early identification of issues and supports continuous improvement. We implement systems for continuous monitoring and regular assessment to ensure your products consistently deliver fair value.



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WHY CHOOSE GREENKITE?

We are of the market, for the market – our multidisciplinary team of insurance experts offer the benefit of their extensive experience in all aspects of delegated authority, compliance and assurance.

Access deep and broad technical expertise, directed by informed strategic advice and delivered with current market best practice in mind. In addition to an extensive library of templates and reports, we can provide a tailored blend of seasoned expertise through an engagement model designed for your specific needs.

Our commitment to truly collaborative consultancy and dedication to excellent client service provides clients with a long term, trusted partner on whom they can rely, to help grow their business and avoid potential pitfalls.

OUR APPROACH

Accountability matters - we believe in the importance of having a single, senior, dedicated point of contact for every client who is responsible for the overall success of the engagement. Throughout each client relationship, we continually review and reassess resources to ensure we are deploying the appropriate multidisciplinary team that will deliver real value for every client.

Unlike competitors, we do not flood projects with junior technicians, overseen by managers who are often one step removed. We work closely with each client to understand their unique requirements, then strategically apply appropriate technical expertise in the appropriate areas.

This approach delivers actionable, cost-effective solutions to our clients and material improvements to their bottom line.

WE ARE GREENKITE

GreenKite is an award-winning, B Corp-certified, independent professional services consultancy, operating in the UK insurance market. We deliver practical, sustainable solutions that efficiently support internal change while ensuring future resilience and regulatory compliance.

Our flexible solutions are built around three core pillars and underpinned by our team's extensive market expertise and commitment to meaningful collaboration to ensure the best possible client outcome.



HOW CAN WE COLLABORATE?

Talk to us about how we can address your challenges.

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