

# Life Protection e-Excellence Research 2010

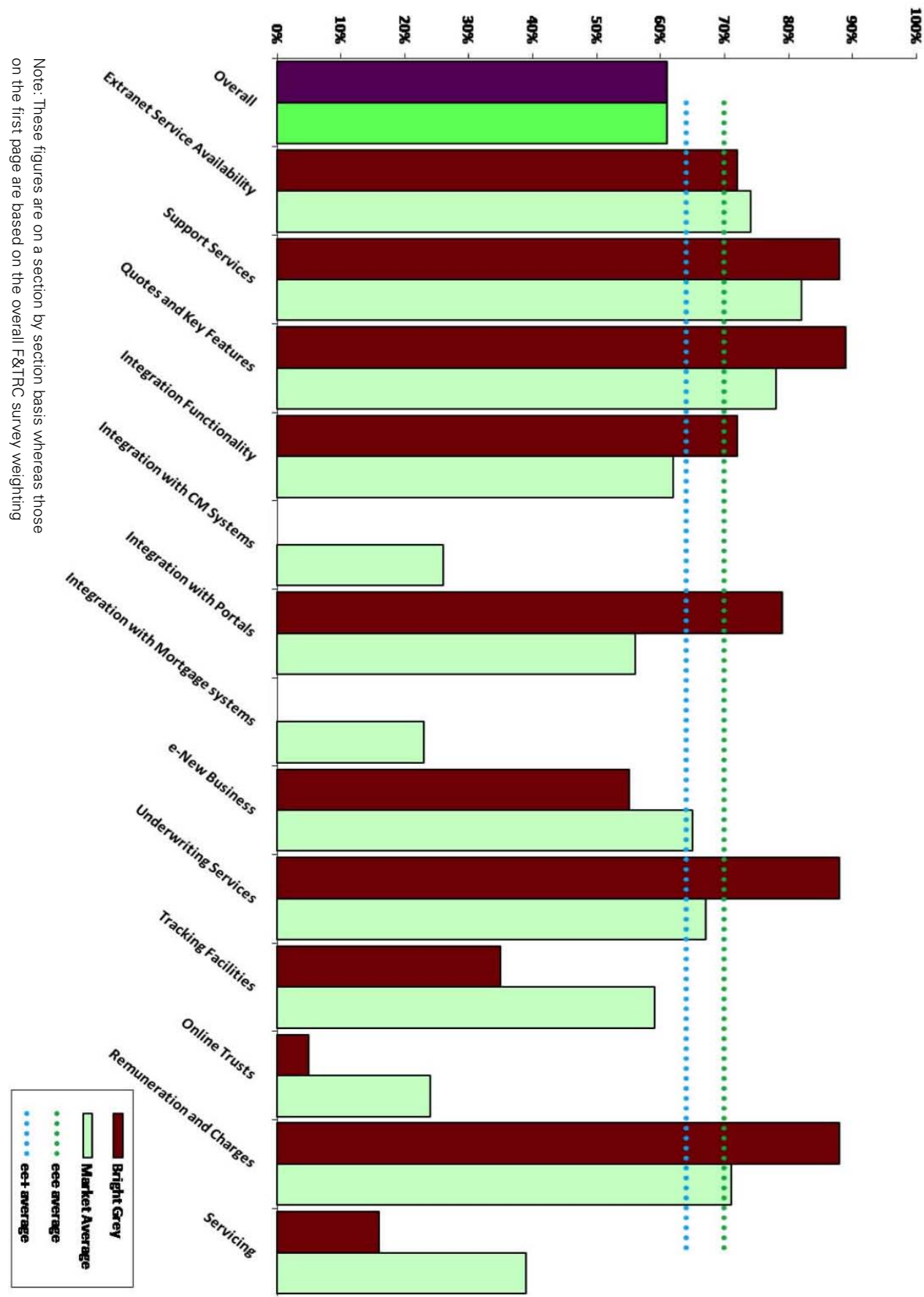
Prepared for **bright grey**



## About e-Excellence

Since 2005 the e-Excellence ratings have become widely recognised as the leading benchmark of the quality of e-commerce services delivered by life insurers. As part of the process F&TRC define with leading adviser firms those areas of propositions that deliver the benefit to members, employers and consultants. Each organisations survey is judged against a consistent scoring model to identify which firms best meet the criteria identified. "eee" is the highest level of rating that can be attained under the process and those organisations achieving this level are identified as market leaders.

Note: These figures are on a section by section basis whereas those on the first page are based on the overall F&TRC survey weighting



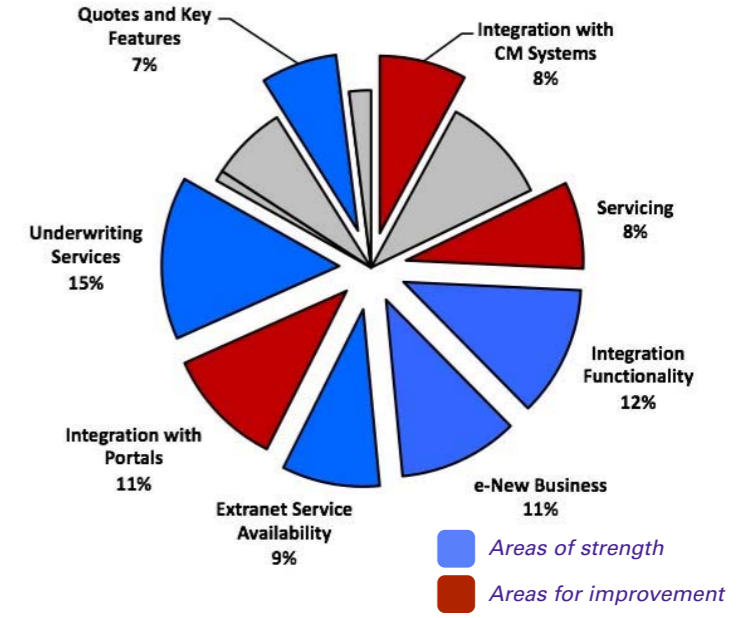
### Areas of strength within Bright Grey's proposition

1. Integration Functionality
2. e-New Business
3. Underwriting Services
4. Quotes and Key Features
5. Extranet Service Availability

### Areas for improvement within Bright Grey's proposition

1. Integration with Adviser Client Management System
2. Servicing
3. Integration with Mortgage Systems

### Areas of strength and for improvement

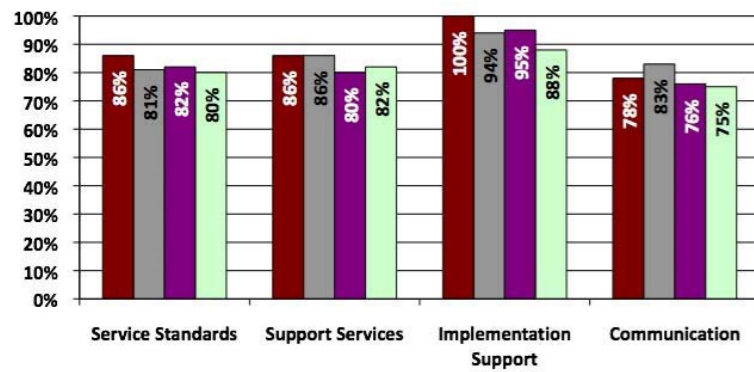


Bright Grey have long had a reputation as a company that work hard to make advisers lives easy. They have steadily built their e-commerce proposition and achieved the highest eee rating in 2009. This year they have maintained their performance and continue to rank amongst the elite. Their "in house" electronic underwriting capability gives them a significant degree of flexibility to change criteria dynamically based on their market experience and capacity

Like all life offices they must continue to invest however their combination of a dedicated team and high quality technology makes them a compelling business partner.

*Ian McKenna, Director F&TRC April 2010*

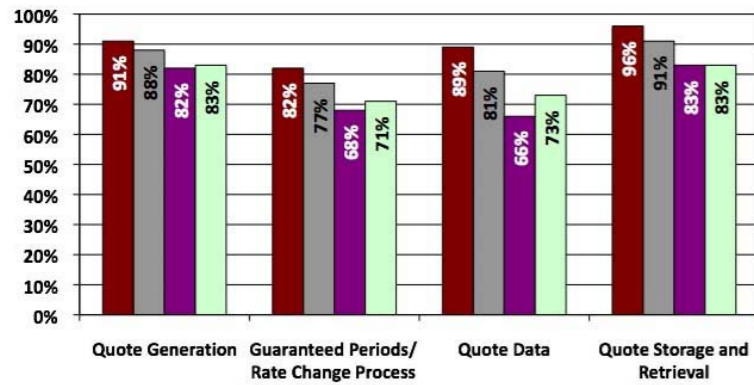
Bright Grey comment: "It's great to achieve this top rating for the second year running. We're proud of the improvements we've made throughout 2009 and delighted that they've been recognised by advisers. Although we're now consistently offering every other client an immediate decision and 85% of all our applications are submitted online, we're not stopping there. The gaps identified by this research will give us challenges to really get our teeth into. And we'll work hard to ensure the service we give advisers is truly excellent."



### Support services

Dedicated support and protection specific resource is particularly important to advisers to assist with communications and complicated protection issues. To bolster and reinforce a fully automated system a comprehensive and proficient support service is essential. For smaller adviser firms the provision of strong support services has the ability to attract significant market share.

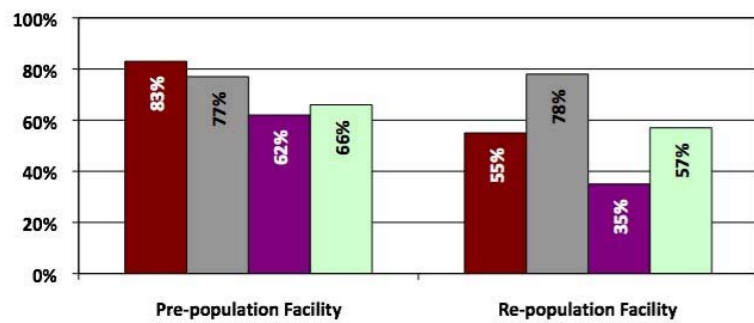
Administration teams should hold appropriate qualifications to support and answer queries, particularly important for those relating to more complicated underwriting issues are vital.



### Quotes and key features

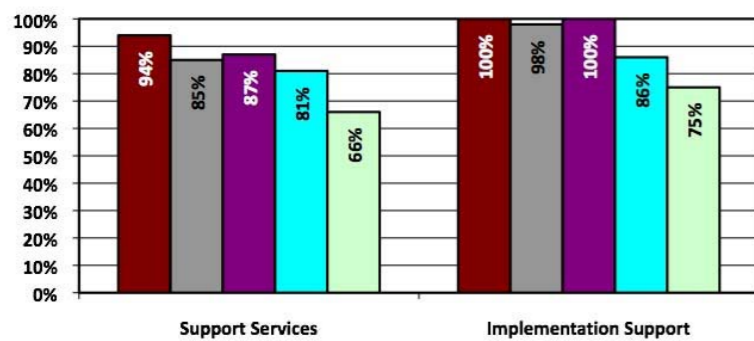
Online services allow the adviser to input the data with more control over the process. Advisers will also need the options for delivery of quotes to be electronic which will lead to faster delivery of information.

The depth of information captured at quote stage can enable more accurate quotes to be generated and potentially there is less likelihood of later rating, which advisers would welcome. If quotes are generated on this basis it should be clearly flagged to the adviser to distinguish between quotes that are purely rate driven.



### Integration functionality

The extent of pre-population and the integration facilities that providers can offer is a key selection criteria for protection. Protection applications tend to be lengthier with more in-depth questions on health and re-use of data is key to driving up adoption of new business. Soft benefits of re-use of data and pre-population include more accurate, validated information being shared by all parties. Providers need to work with key partners, both portals and Client management providers, to enable smooth and easy flow of data between the relevant parties.



### E-New business

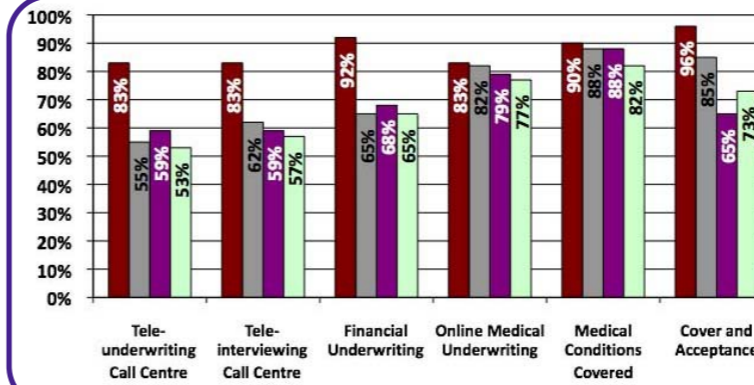
Online/automated new business submission should be the corner stone of any providers protection e-commerce services as placing business on risk quickly is an important factor. This should be the case across the board for all product sets including critical illness and income protection.

The main consideration for providers eNB process is that they should be:

- flexible, with the ability to work online and offline to accommodate different adviser practices
- intuitive, e.g. ability to flag what information is still outstanding in the application, where in the process the user is etc.
- automated, e.g. auto save functions



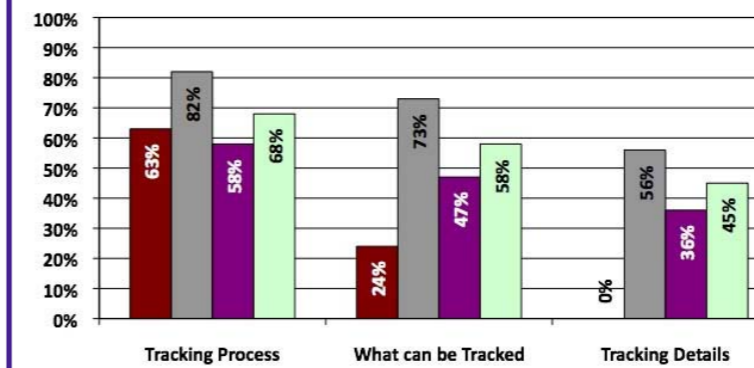
Please note: some providers may have limited propositions in a particular area which can suppress the averages



### Underwriting services

Advisers are increasing their focus on how interactive and intuitive the online underwriting process is becoming whilst speed and simplicity of underwriting on health issues remains important. A balance needs to be struck between asking only for the relevant information in enough depth to avoid further underwriting and requests for information that will delay the process.

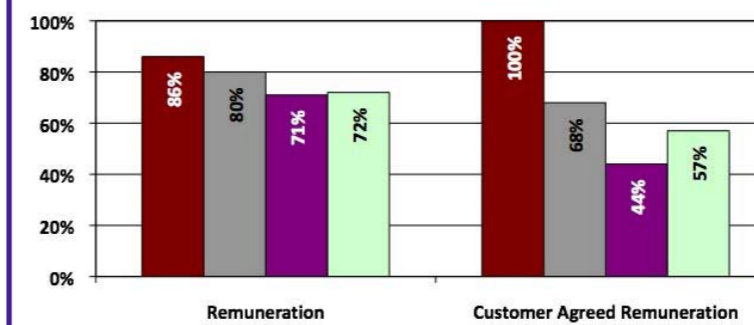
Increasingly advisers are looking to providers to offer tele-underwriting; this can heavily influence provider selection as advisers feel that there is less risk of non-disclosure than with online underwriting processes.



### Tracking facilities

A considerable amount of advisers' time is spent tracking the status of cases. As these can be time sensitive e.g. related to a mortgage, the speed of getting business on risk is imperative. Most of the advisers' frustrations and time is spent manually tracking the status of cases. For this reason electronic and more importantly, proactive tracking is essential to advisers to manage the expectations of their clients.

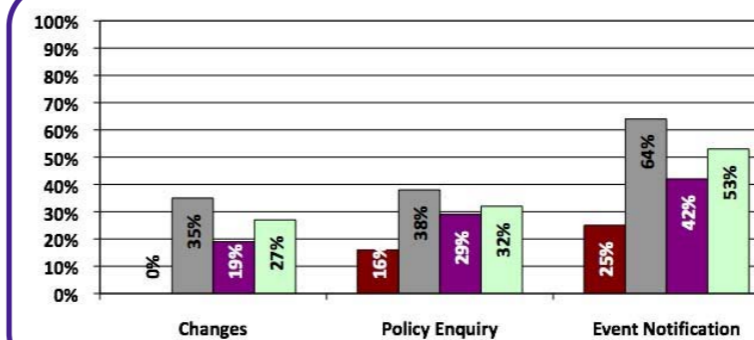
An adviser's ideal tracking requirement is to receive a daily bulk message showing all cases where the status has changed, with an individual case real time pull or push dependent on the adviser's business model. This automates the bulk of tracking activity whilst providing the control for advisers to chase urgent individual cases.



### Remuneration and charges

The ability to send the adviser commission information electronically continues to be a key adviser requirement, particularly in relation to renewal commission. Under the disclosure regime advisers need to be able to account for 'significant' commissions/amounts and record/allocate this against the individual client account to retain their 'independent status' - explained under COB 4.3.6 (2).

As more advisers move to a fee based model, providers need to be able to support this. Advisers will need flexible charging structures i.e. ability to take adviser fees (e.g. retainers or based on value of fund) into account when offsetting commissions.



### Servicing

There continues to be demand from advisers for providers to notify them of major changes in protection policies post set-up, when an event occurs, e.g. a claim. Pressure to deliver event notification will only escalate in the future. Providers looking to distinguish their service from competitors may wish to consider deploying a tactical solution for event notification.

Benefits of event notification to the advisers include the ability to be active in servicing the client and revenue protection/opportunity. Ideally communication of events should be electronically sent to the adviser.



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