

A BANNER GENERAL AGENCY COMMUNICATION

APPASSIST[®] IMPROVEMENTS

TO: ALL BANNER GENERAL AGENTS
FROM: HANK CUSHARD, VICE PRESIDENT, MARKETING
DATE: NOVEMBER 10, 2009

Banner is excited to introduce Electronic Policy Delivery for AppAssist.

AppAssist is our tele-application program that shifts the administrative burden of filling out an application for life insurance and transfers the case management of processing that application to our Banner or William Penn AppAssist team.

Program Highlights:

- Participation in the Electronic Policy Delivery program is controlled by the BGA. At an agency or agent level, you can elect to participate in the program and still designate specific policy(s) that you do not want sent electronically.
- The client will be asked if they want to receive the policy electronically during the tele-application interview and they have the ability to opt-in or opt-out at that time.
- The agency can request that all policies “issued other than applied for” be printed / mailed to their agency.
- An email will be automatically sent to the client and BGA when the policy is issued. The email contains a secure link to access the policy.
- The agency can view/download/print the policy by entering an access code (the BGA number). No action is required by the agency for completion of delivery.
- The client accesses the policy by entering an assigned access code (a combination of last name, plus last four of social security number).
- The client is prompted to electronically sign all delivery documents. Settlement can be made by completing a credit card form or selecting to draft initial premium (EFT mode only).
- Clients can opt to save the policy on their computers or a secure server. They can also print all or part of the policy at their discretion.

Benefits:

- Save mailing time and delivery time to the agent.
- Cut mailing costs.
- Eliminates missing, delayed or incomplete delivery documents.
- Faster policy activation means faster commission payout.
- Go Green!

Current 2009 metrics:

- 83% of Requests for Life Insurance (RLI) that are received result in a completed interview.
- 90% of applicants use our voice signature option, which starts the underwriting process within 24 hours.

- Due to voice signature utilization, of all interviews completed, 96% result in formal applications.
- 74% of AppAssist cases are placed.

Reminders:

- For ease of making premium payments, EFT is now available for all premium modes.
- The issue state of a policy and the related forms are determined by the policy owner's resident state. Please ensure that the agent is licensed in that particular state to conduct business.

09-028LGA