

# FEWER QUESTIONS, MORE POINT OF SALE DECISIONS.

We've enhanced our online quote and apply system, OLP Connect – so it now delivers more decisions at point of sale. With up to 30% fewer questions and 50% less clicks than before, OLP Connect gives you and your clients a faster, smoother onscreen journey from start to finish.

## AS PART OF OUR ONGOING STRATEGY TO IMPROVE OUR ONLINE PROTECTION MENU FOR YOU AND YOUR CLIENTS, WE'VE MADE A NUMBER OF KEY ENHANCEMENTS TO OUR SYSTEM.

We've improved our onscreen navigation, reduced the number of questions and cut the number of 'clicks' needed to complete an application.

And these improvements aren't limited by sum assured and product type, you'll see these in all your OLP Connect applications.

## SO WHAT DOES THIS MEAN FOR YOU?

- **Increased point of sale decisions.** Fewer underwriting referrals and a faster underwriting journey will let you get more point of sale decisions for your clients. Currently 66% of online applicants receive a decision immediately when using the interactive underwriting route.
- **You and your client will experience a faster, shorter and smoother journey from start to finish.** Our new system is easier and quicker to use, saving you and your clients valuable time.
- **More time for you** to spend with other clients.

## TO SHOW YOU HOW MUCH QUICKER YOU COULD GET YOUR CLIENTS ON RISK, HERE'S AN EXAMPLE:

**EXAMPLE** 40 year old male, non smoker, who needs £100,000 of Term Assurance for 25 years.

	OLD SYSTEM (PRE 20 MARCH 2011)	IMPROVED SYSTEM	WHAT'S IMPROVED?
<b>Underwriting questions:</b>	<b>Number of questions:</b>	<b>Number of questions:</b>	<b>13 FEWER QUESTIONS THAN BEFORE</b> <b>OVER 50% FEWER CLICKS THAN BEFORE</b> We've now introduced a single 'no to all' button to help you answer our multiple health questions.
General (occupation, travel)	4	4	
Hazardous pursuits	1	1	
Medical disclosures	33	20	
Family history	1	1	
<b>TOTAL NUMBER OF QUESTIONS</b>	<b>39</b>	<b>26</b>	<b>IMPROVED SYSTEM LAYOUT AND APPEARANCE</b>
<b>TOTAL NUMBER OF CLICKS*</b>	<b>49</b>	<b>24</b>	

(This is based on a completed quote, the interactive underwriting route being chosen and no disclosures made.)

\*Clicks ignore scrolling



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