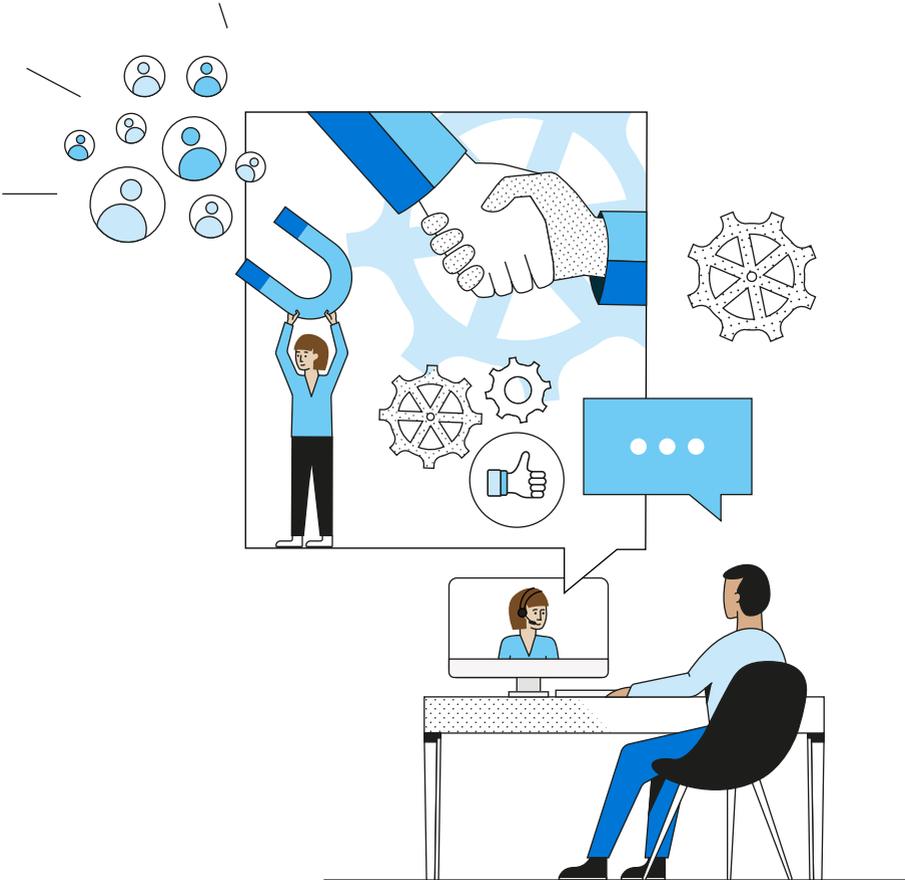


Client retention

How better relationships lead to better business

A Distribution Quality Management Programme learning



Your existing clients can be a rich source of future revenue, but continued business relies on you retaining their loyalty. Our Distribution Quality Management (DQM) Programme is here to help you apply best business practices to meet your client's needs and increase your sales.

Wouldn't it be great if all your clients were happy, contented, and had a good relationship with your business? It's achievable if you focus on business quality, which is all about meeting your client's needs. Business quality is critical to generating sales, retaining clients, and improving your protection business.

Lack of client engagement can lead to policy cancellations

**0-6
months**

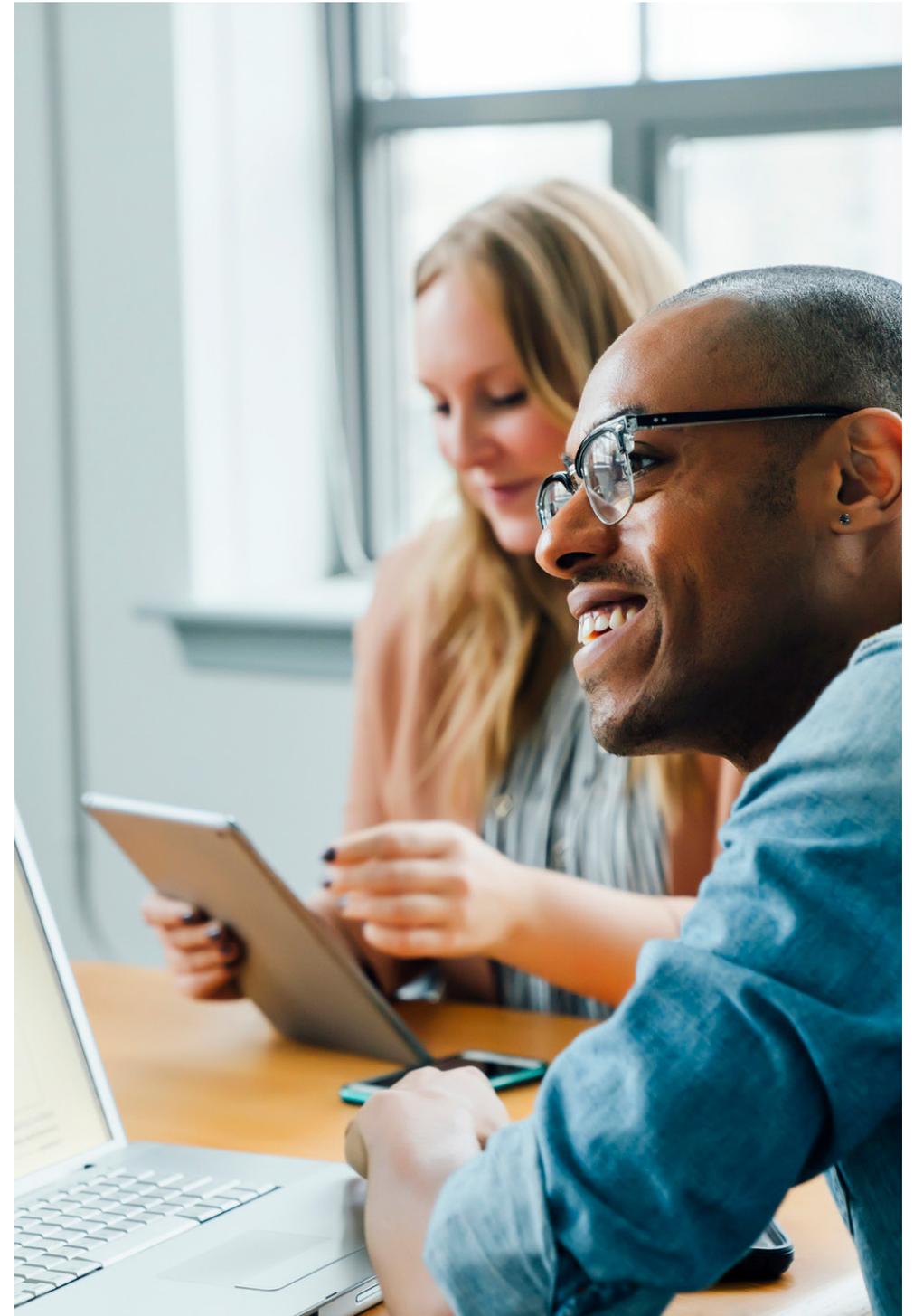
The window when most new policies are cancelled

1 in 10

new policies will be cancelled from outset

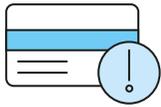
322k

Average number of direct debit cancellations per year



Why clients leave

You might be wondering why clients opt for protection and then let their policy lapse. The reasons are varied, and there are several ways you can help reduce the likelihood of lapses in some of the most common scenarios.



Missed payment

Change in bank details.

Client cancelled direct debit with bank.

Insufficient funds in bank account.

How you can help

Use the reinstatement tool in OLP Connect to update client payment details and reinstate direct debits quickly and easily.

Speak to your client and remind them of the value their policy has for them and their family.

Sign up for missed payments notifications in the OLP Connect Existing Business tab.



Shopping around

Client may be looking for a cheaper deal or exploring options with competitors such as their bank or mortgage provider.

How you can help

Offer your clients information on a range of protection products.



Lack of knowledge

Client thinks cover is unnecessary.

How you can help

Speak to your client and remind them of the value their policy has for them and their family.

Use knowledge from our latest research to help with your conversations around the need for protection, e.g., the Deadline to Breadline report.

Use case studies to demonstrate different scenarios and bring the need for protection to life.



Bad experience

Client has had a claim declined in the past, or believes a future claim would fail.

How you can help

Speak to your client and ask about their experience. Sometimes they won't have a specific example and simply think they wouldn't receive a pay-out if they needed to make a claim.

Use claims statistics and case studies to show the number of claims paid out, for example, by demographic, length of policy term before claim, or the conditions families have received pay-outs for.

Check your client's application answers are accurate and ask them to confirm their details in their My Account portal. This will help improve the quality of their application and the likelihood of any claim they make being paid.

Improve retention by focusing on business quality

Business quality means looking at your clients from every angle:

- Communication
- Product sales
- After-sales care
- Customer retention performance
- Income from regular transactions

These aspects add up to helping you retain your clients. It keeps clients satisfied with their transactions so you receive a regular monthly income with no commission clawback.

Quick wins for client retention



Turn on lapse notifications in OLP Connect



Reconfirm details with client within 48-hours of policy going on-risk



Increase your Trusts. There's a 5% loss rate for Trusts and 10% for non-Trusts

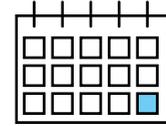
Long-term client retention strategies



Set up a dedicated customer service team so new sales aren't prioritised over retention



Make after-sales calls within first week of sale, and check clients have completed the Confirm Your Details form in My Account



Make a follow-up call 3 months post-sale. Check they have accessed documents, remind them of the benefits and introduce idea of Trusts

Learn business best practice with our DQM Programme

Improve your service and deliver for clients

We'll help you develop a business model that will make your protection business more efficient and improve your client experience and relationships.

The DQM Programme will help you:

- Improve application quality with accurate client information
- Identify inefficient practices and how to improve work processes
- Learn about client retention strategies to maintain long-term relationships
- Be recognised for good practice through our Business Quality Awards

For more information on our DQM Programme, visit legalandgeneral.com/dqm

Legal & General Assurance Society Limited. Registered in England and Wales No. 00166055. Registered office: One Coleman Street, London EC2R 5AA. We are authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority 2699-1 02/22

