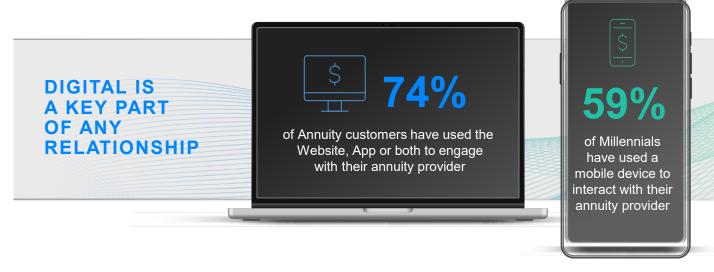
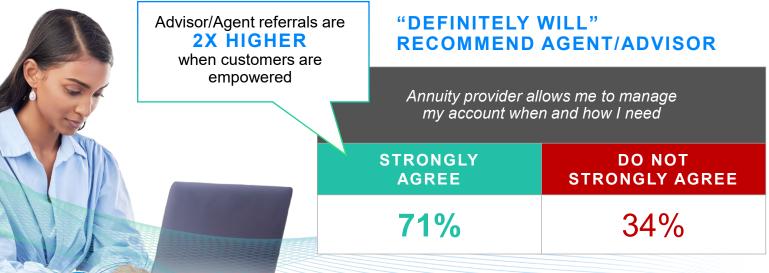
EXECUTIVE INSIGHT:

Driving Digital Engagement Pays Dividends

Agents and Advisors are neglecting a critical aspect of annuity client engagement: promoting digital options and capabilities.







DO YOUR DIGITAL CAPABILITIES STACK UP?

Annuity providers receiving high marks for their website's range of services and ease of navigation are much more likely to be seen as empowering their customers.

- Are you a leader or a laggard when it comes to providing consumers the online tools and access they want?
- Do gaps you have to competitors require technical changes or is the issue more about communications and design?