

EXECUTIVE INSIGHT:

Making a Good First Impression

Life Insurance is a low-touch and low-engagement relationship. That means every interaction is critical, especially when things are just getting started.



3 KEYS TO A GREAT APPLICATION PROCESS

NET PROMOTER SCORE®

MAKE IT EASY

■ Very Easy ■ Not Easy

84

10

MAKE IT FAST

■ Fast ■ Not Fast

83

11

PROVIDE USEFUL INFORMATION

■ Useful Info ■ Not Useful Info

87

12

DIGITAL DOWNFALL

42%

40%

Online is the most common way customers apply for life insurance, **NEARLY 2X THE NEXT CLOSEST METHOD**

BUT....

Among customers who submitted their life insurance application online, **4 IN 10 GAVE SUB-OPTIMAL RATINGS ON THE 3 KEY METRICS.**

The only method that performed worse was Paper Application via Mail.



IS DIGITAL DOING ITS JOB?

Carriers want growth. With most shoppers starting their search online, is your digital experience helping or hurting you?

- Are you a leader or a laggard in providing an easy, fast and valuable application experience via digital channels?
- Are your digital application experiences causing you to lose potential customers before they begin or starting the relationship off on the wrong foot?