

## From Quote to In-Force Service — Leverage our Expertise

Life.io™ can help accelerate the development of your end-to-end digital solution to create effective online transactions driven by the science of customer engagement. The Life.io state-of-the-art digital suite engages your customers both initially and over time resulting in:

- Improvements in **impression, conversion, placement and persistency** rates
- Meaningful **ongoing client touchpoints** producing a more satisfied customer base
- **Expanded reach** to friends, beneficiaries and next generation of your current customers

## The Life.io Solution Suite

Our results driven suite integrates powerful customer engagement across the lifecycle to **reduce friction, convert sales and optimize results.**



want to hear from their life insurance company more regularly.<sup>1</sup>

The problem? Most insurers only have limited digital capabilities.

### Life.ioGrow™

Improve funnel metrics with our engagement driven needs analysis, quote and e-app solution.

#### A mobile-optimized:

- Needs analysis
- Quick quote
- E-application
- Advisor portal

Designed to integrate with your underwriting and policy administration platforms to deliver user-centric new business capability.

### Life.ioEngage™

Create meaningful interactions across the client experience with our data rich, turnkey engagement solution.

#### Improve key metrics including:

- Conversion
- Placement
- Persistency
- Propensity to buy

Available as a stand-alone solution or can integrate with **Grow** and **Empower**.

### Life.ioEmpower™

Build a deeper relationship with policyholders through a digital self-service portal that delivers holistic wellness.

#### Policyholders can:

- Review their policy
- Update contact information
- Manage beneficiaries
- Contact their advisor or insurer

Integrates with your in-force platform for easy policy servicing in a highly effective client experience.

**Our suite of tools integrates seamlessly with your existing technology to augment your digital customer experience or function as your standalone end-to-end digital customer experience.**