unqork | **SE2** | **Life.io**

Transforming Life & Annuity New Business

Build a fully digital, end-to-end new business application with accelerated underwriting in a matter of weeks.

Life insurance customers and their buying patterns are changing, and insurers must address these evolving demands to compete in a fast-moving marketplace.

Providing customers with a frictionless digital-first journey across the policy lifecycle has become crucial as clients' expectations for a seamless experience have increased post-pandemic. Transformation, however, is far from easy—particularly in complex, highly regulated sectors like insurance. This is where the partnership between Unqork, SE2, and Life.io can be uniquely valuable.

SE2, Life.io and Unqork have partnered to bring a broad set of offerings to the Life and Retirement markets including New Business, Customer Engagement, Illustrations, Accelerated Underwriting, and Digital Claims & Operations. Our goal is to partner with clients to give a differentiated experience and drive growth for their businesses.

The Joint Solution

We empower carriers to rapidly build and effectively manage a custom **New Business** solution that reimagines the customer journey from first customer contact to underwriting to digital servicing with seamless access to data & insights.

The solution embeds customer engagement to deliver personalized content, meaningful education, and automated sales alerts & notifications. On the back-end, we can deliver a fully integrated quote, application, and dashboard suite with robust real-time analytics.

The turnkey solution makes it easy to eliminate paper-based tasks, build custom business logic, and seamlessly integrate with legacy internal systems and third-party services. Using basic information about a customer's identity, 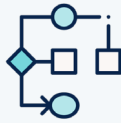lifestyle and health, the application can automatically generate a quote based on the amount of coverage the customer needs. Once a plan is accepted, the solution automatically generates and delivers digital policy documents, which can be finalized directly within the application via e-signature.

By streamlining processes, carriers can significantly accelerate the new customer journey. Furthermore, applicants can independently track their application status through a tailored hub to access key policy documents. Agents are provided with insights into individual application journeys and intervene when an applicant gets stuck, improving closing rates. As a unified hub, an organization can track KPIs (e.g., client cycle times, number of pending applications, etc.), which can be used to identify improvement areas.

Powered by a combination of Unqork's no-code application and Life.io/SE2's technology, carriers get a turnkey SaaS origination capability that is easy to amend and append processes without extensive development projects or weeks of requirements gathering. Clients can take a modular approach to transform and pick the components they need.

Capabilities

Digital Workflow Orchestration

Design complex end-to-end digital processes across multiple teams and systems without any human checkpoints

Seamless Handoffs

Advisor- and/or customer-led digital workflows with the ability to transfer edit rights at any point

Decisioning

NIGO identification and remediation at an application and policy level, fully mapped ACORD 103 to feeds

Advanced Analytics

Operational dashboards to track application progress at a policy level and with real-time status updates and notifications

End-to-End Policy Finalization

Fully integrated e-signature and delivery of policy documents

Engagement Management

End-to-end engagement through the customer lifecycle to drive key metrics including conversion rates, NPS persistency, and cross-sales

Benefits

✔ **Rapid Time-to-Market**: Bring your custom application ideation-to-production 3x faster than a traditional approach

✔ **Enhanced Customer Satisfaction**: Deliver omnichannel customer-facing hubs with 24/7 access to information & services via an intuitive UI

✔ **Streamlined Customer Experience**: Launch a beautifully designed CX designed to drive customer conversions

✔ **Accelerated Turnarounds**: Remove unnecessary steps and hasten the quote-to-bind journey. Collect application, medical, and lifestyle information about a customer in less than 15 minutes and automate underwriting functionality to process 2x the application volume.

✔ **Improved Data Collection**: Achieve high-quality data via customer-facing information-gathering and pre-fill functionality augmented with real-time validation, automated NIGO detection (eliminate 100% of all basic errors), and embedded remediation workflows.

✔ **Reduced Administrative Burden**: Mitigate the need for back-office data entry and multiple touchpoints. Enable pre-fill functionality and reduce manual data entry by more than 50% and reduce unnecessary follow-ups with customers and advisors by more than 75%.

✔ **Improved Decisioning**: Tap into robust analytics to discern data-based insights into client preferences

✔ **Enhanced Tech Ecosystem**: Easy to connect with internal systems (e.g., policy admin system, illustration engine), external databases (e.g., LexisNexis), and third-party technology platforms. Readily expandable to allow new and even unanticipated use cases.

About SE2

SE2, an Eldridge business, is a life and annuities insurance technology and services firm. SE2 has a proven track record of enabling technology-driven transformations. SE2 uniquely combines industry knowledge stemming from its 125+ years of life insurance heritage along with its end-to-end SE2 Aurum® technology platform to enable the rapid launch of new and innovative products through both traditional as well as digital channels. SE2 currently administers nearly 2 million active policies on behalf of its 25+ clients. SE2 has over $100 billion in assets under administration and handles more than 200,000 new business applications annually.

About Life.io

Life.io is a leading customer engagement technology firm that helps companies accelerate the development of their end-to-end digital client experience with the Life.io Solution Suite: Grow, Engage and Empower. Our state-of-the-art digital suite integrates powerful engagement across the client lifecycle to reduce friction, convert sales and optimize results.

About Unqork

Unqork is the first enterprise no-code development platform. With Unqork, carriers can rapidly develop and effectively manage sophisticated insurance applications without writing a single line of code. The cloud-based platform comes "out-of-the-box" (or out-of-the-virtual-SaaS-box) with industry-specific toolsets and elements (e.g., UI, compliance engines, APIs & integrations), which work together in instant harmony—this means organizations can focus all their resources on addressing business challenges instead of technical ones.