



Protect and value masterclass.



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Why Protect & value?

The purpose of
this masterclass.



Why Protect and value?

The purpose of this Protect and value masterclass is to highlight the importance of servicing your existing customers and the impacts if we don't.



Customer impact.

Customers are the lifeblood of any business. How you treat them leads to satisfaction, loyalty, referrals and advocacy for you.

+21 vs **-8**
connected no contact

30% More likely to cancel if no contact in past 12-months.

41% no contact last 12-months



Financial impact.

Building a healthy in-force customer base is the same as building a larger more profitable business.

\$283k renewal

\$1.1m* asset value impact

*Assuming business is valued at 4 x renewal income.

What we'll cover.



The facts
– what we know
about customer
retention.



How we can
support you
and your
customers.



Easily
managing your
customers
online.
(Tutorial.)



Our
Customer
value team.



Summary
&
Q&A.



The facts.

What we know about customer retention.



The importance of existing customers.



Industry lapses have almost doubled from 6.30% to 11.36% in the past 2-years. (Source: FSC stats.)



Q3, 2023 saw
\$50m NB & \$110m lapses.
(Source: FSC stats.)



Customers who haven't had contact with their Adviser within the past 12-months are 30% more likely to cancel. 41% of customers haven't had contact with their Adviser in the past 12-months.



20 policies lapsing per year, has a cumulative impact of
\$283k over 10-years
on an Adviser book and a
\$1.1m* adverse impact
on asset value.



54% of Kiwi's are underinsured.
(Source: Exploring underinsurance within New Zealand Massey University & FSC.)

*Assuming business is valued at 4 x renewal income.

Exit survey insights*

The biggest drivers for cancelling were:

Mains reasons for cancelling.	Number of responses.
Can't afford it/better deal.	46%
Don't need it anymore.	33%
Unhappy with your service.	19%
Didn't cover my needs.	15%
Moving overseas.	6%
Other.	4%
My work/company offers a group scheme.	4%
Adviser recommended another provider.	2%

46% can't afford it or found a better deal.

33% don't need it anymore.

41% haven't had contact with their Adviser in the past 12-months and have cancelled their policies.

*Data as at 7-November 2023.

Customer sentiment.



New business.

Positive experience +36.



- Satisfaction with the Adviser.
- Process was simple.



- Tell more about who Fidelity Life are/our benefits.
- Explain the process and the importance of disclosure.



Renewal.

Neutral experience +6.



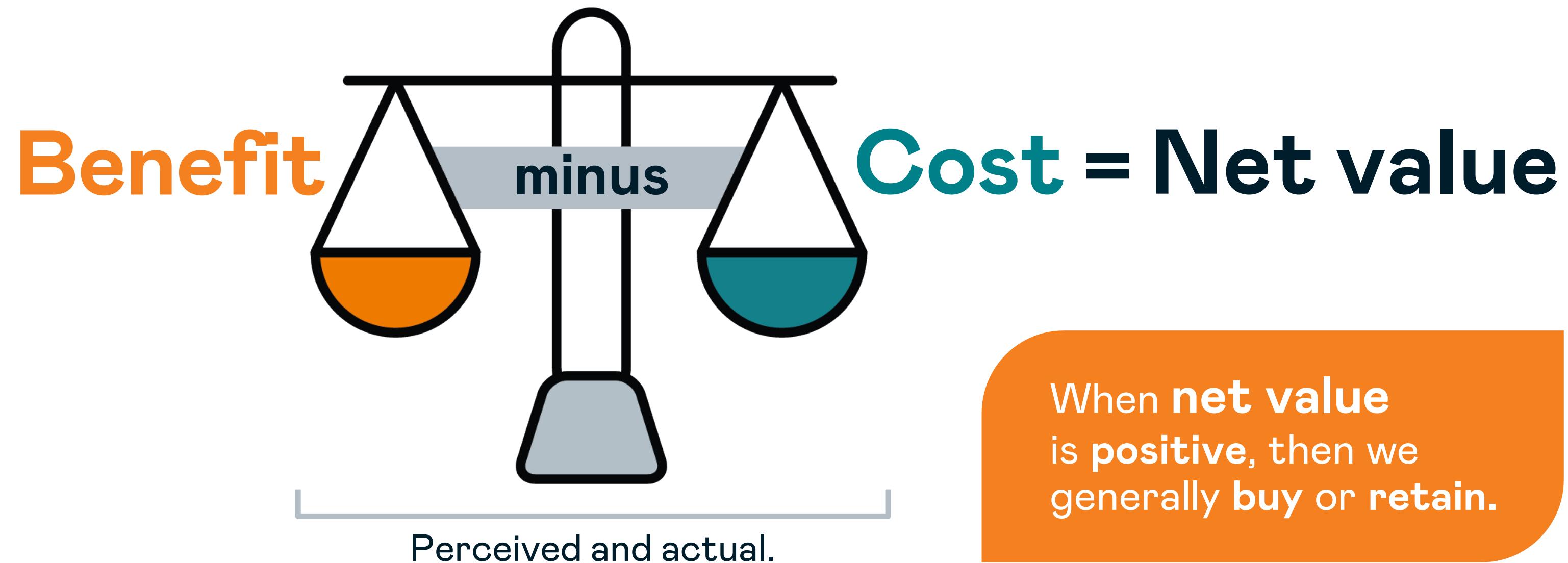
- Customers with a level policy stay satisfied overtime.
- Customers who've had recent contact are more likely to be satisfied.
- Customers who find the renewal process easy.



- 41% have not had any contact with their Adviser in the past 12-months.
- Lack of interaction significantly impacts NPS
 - -8 no contact v +21 (Fidelity Life renewal survey).
- Customers without recent interaction are 30% more likely to cancel.

The value equation & mental accounting.

Why is it harder to emphasise value (marketing) in a save conversation?



Key outtakes.



Customers who have recent contact with their Adviser are significantly more engaged +21 v -8.



Customers who haven't had recent contact with their Adviser are 30% more likely to cancel.



41% of customers haven't had contact with their Adviser in the past 12-months.



Lapse rates exceeding NB and NZ underinsurance continues to be a key challenge.



79% of cancelled customers did so due to affordability or no longer needed.



The need to reiterate the value (benefit vs cost) regularly otherwise this drives lapses.



Support.

How we can support
you and your customers.



Engage recap – Protect and value.

Support for Advisers.

Stable long-term pricing.

Existing customers in focus.

Customer value team.

Special events
increases.

Renewals.

Pre-lapse/arrears management.

- Adviser-specific pre-lapse reporting.
- Fidelity Life 2nd dishonour SMS.
- Fidelity Life dishonour support OB calls.

Support for customers.

Stable long-term pricing.



Dedicated outbound protection
conservation team.

Affordability and hardship support.

**Protect + value masterclass:
November**

Stable long-term pricing.



	2020	2021	2022	2023
CHUBB®	-24% to 8% (Life) -16% to +13% (Trauma) -1% to -2% (IP) +5% to 25% (Mortgage) -3% Age 30-39; -5% Age 40+	-3% to +3% (Life) +3% (Trauma) -5% to +18% (IP) -5% to +15% (Mortgage)	+2% to 9% (Level Life) +2% to 11% (Trauma) +12% (Mortgage)	+3% (IP) +8.5% (Mortgage) -6% (Mortgage extra) +7% (Trauma Pref lives discount)
partners life	+1% (YRT) +1% (Level) +12% (IP + Mortgage) Policy fee increase	+5% to 20% (Level Life)	+5% (YRT) +5% to +50% (Trauma) +4% to +40% (IP) +4% to +40% (Mortgage)	-3% (Life) -3% (Level Life) -10% (Trauma) -15% (Trauma accl BB) Policy fee decrease
	+3.5% to +5% (Trauma) +9% (IP) +9% (Mortgage) Policy fee increase	Policy fee increase	Policy fee increase	+3% (IP) +3% (Mortgage) +3% WOP +5.2% (Trauma closed)
	+2% to +4% (Life) +2% to +6% (Trauma) +2% to +5%(IP + Mortgage)	-	-2% to -13% (Life) +4% to +5% (IP)	-
fidelity life	+7% (Level Trauma) +5% (IP + Mortgage)	-	-	+2% IP +2% Trauma

Sourcing updated view from Chatswood Consulting.

Existing customers focus

– Special events benefit enhancements.

We have recently rolled out enhancements to our Special events benefit. New events include the insured person.



Taking out a mortgage.

For their own investment property, vacation home, or residential block of land.



Co-signing on a new mortgage.

For a child.



Pregnancy.

At 28-weeks gestation.

NB: Cannot apply for both the terminal illness and death of the same person.



Terminal illness.

Of a spouse, de facto partner, child or civil union partner.

NB: The terminal illness is required to be diagnosed by an appropriately qualified medical practitioner, who confirmed a prognosis of less than 12-months to live. The insured person cannot apply for both the terminal illness and death of the same person.



Financially supporting a dependent child.

Through a first course of full-time tertiary education.



For more information on our SEI and other product enhancements [click here.](#)



Ease of doing business.



Aug
2023

Adviser service team **LIVE.**
'Adviser first' process improvements **LIVE.**

Sept
2023

TAHI Renewals CCed to Adviser **LIVE.**
Signatureless for policy changes **LIVE.**
Arrears SMS – old Fidelity policies **LIVE.**
Arrears SMS – new Tahi policies **LIVE.**

Oct/Nov
2023

Fidelity Life – Working together **LIVE.**
EB Workflow management launches.

Aug
2023

Live chat trial to NBC and underwriters **LIVE.**

Sept
2023

Live chat to NB and underwriters **LIVE.**

Dec
2023

Live chat to Adviser service team.

Feb
2024

Customer Live chat.

Mar
2024

E-App delivery.



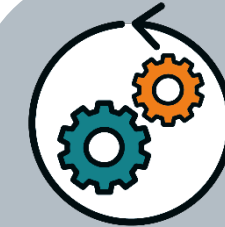
Adviser digital experience.



Key outtakes.



Embedding our commitments made at Engage – enhancing your and your customers experience with Fidelity Life.



Importance of continuing to reinforce the value creation.



Commitment to stable pricing.



Special event increase enhancement to enable you to add cover to your customers as their needs change relevant to key triggers.



Easily managing your
customers online.



Adviser centre walk through.



Adviser centre login.

Please enter your user details

Please be aware passwords are now case sensitive

Login

13999

Password

.....

Login

Reset

[Forgotten your password?](#)

You can reach Adviser centre via:

- Apollo Adviser centre
- Working together guide
- Adviser hub resource tab

Our focus: Tah.



MY CLIENTS

MY INCOME

PRODUCTS

FORMS

TAHI

YOU CAN FIND DETAILS OF YOUR NEW APPLICATIONS (SUBMITTED FROM 15 NOV) AND MIGRATED POLICIES UNDER THE "TAHI" TAB

My Clients

Konnect Portal

New Illustration

Search Clients By...

INCOMPLETE E-APPS

EXISTING APPLICATIONS IN PROGRESS

OUTSTANDING PREMIUMS

RENEWALS

NO RECORDS TO DISPLAY

Downloads

Policy Report



Mail Recipient Report



Portfolios Report



Advisors Assistant Download



E-Broker Download



Key areas – Customer report section.

The screenshot shows the Fidelity Life website interface. The top navigation bar includes the Fidelity Life logo and links for MY CLIENTS, MY INCOME, PRODUCTS, FORMS, and TAHI. The main content area is divided into three sections: APPLICATIONS, CUSTOMERS AND POLICIES, and DETAILED POLICY SUMMARIES. Under CUSTOMERS AND POLICIES, there are sub-sections for CALENDAR, CUSTOMER REPORT, OUTSTANDING PREMIUMS, LAPSES, RENEWALS, and COVER OPPORTUNITIES. The CUSTOMER REPORT section is highlighted. It features a 'Customer report.' header, two dropdown menus for 'Policy' and 'Insured person' (both set to 'All'), and an orange box displaying '4 Number of lives insured'. A 'More options' button with three dots is also visible. Below this is a table titled 'Customer and cover details' with columns for Adviser, Insured person, Date of birth, Age, Gender, Smoker status, Occupation, Policy, Policy type, Policy status, Owners, Mail recipient, Mail recipient address, Mail recipient email, Commencement date, and Re da.

This screenshot is identical to the one on the left, showing the Fidelity Life Customer Report section. In this version, a 'Focus mode' callout box is positioned over the 'Number of lives insured' orange box, and another callout box is positioned over the 'More options' button.

Key areas – Outstanding premiums & lapses.

APPLICATIONS CUSTOMERS AND POLICIES DETAILED POLICY SUMMARIES

CALENDAR CUSTOMER REPORT **OUTSTANDING PREMIUMS** LAPSES RENEWALS COVER OPPORTUNITIES

File Home View

Export << 1 >>

Outstanding premiums.

Policy	Payer	Paid to date	Total outstanding premium	Payment frequency	Potential writeback	Potential lapse date	Incomplete transaction reason	Payment method
		07/11/2023	130.52	Fortnightly	\$2206.65	09/02/2024	Insufficient Funds	Direct Debit

Only migrated policies are shown in this report and it does not include any policies that may be held in different systems. Please contact our Customer Care team for any assistance. Customerservice@fidelitylife.co.nz or 0800 88 22 88 ext 503

APPLICATIONS CUSTOMERS AND POLICIES DETAILED POLICY SUMMARIES

CALENDAR CUSTOMER REPORT **OUTSTANDING PREMIUMS** LAPSES RENEWALS COVER OPPORTUNITIES

File Home View

Export << 1 >>

Lapses.

Policy	Insured person	Lapse date	Days left to reinstate without UW	Days left to reinstate with health declaration	Full underwriting required
		20/11/2022	0	0	Y

Only migrated policies are shown in this report and it does not include any policies that may be held in different systems. It is an indication only, please contact our Retention team for specific policy details. Retention@fidelitylife.co.nz or 0800 88 22 88 ext 514.

Key areas – Renewals.

The screenshot displays the 'RENEWALS' section of a software interface. At the top, there are navigation tabs: APPLICATIONS, CUSTOMERS AND POLICIES, and DETAILED POLICY SUMMARIES. Below these are sub-tabs: CALENDAR, CUSTOMER REPORT, OUTSTANDING PREMIUMS, LAPSES, RENEWALS (highlighted), and COVER OPPORTUNITIES.

The main content area features a 'Policy' filter set to 'All' and a 'Renewal date' filter with dates 10/09/2023 and 12/12/2023. To the right, two orange summary cards show:

- Pre-renewal annual premium: \$7,986.24
- Renewal annual premium: \$8,026.32

Below the summary cards is a table titled 'Renewing policies' with the following data:

Policy	Latest Renewal Date	Primary contact	Pre-renewal annual premium	Renewal Policy Annual Premium - No CPI	Renewal Policy Annual Premium - With CPI	Instalment Premium - No CPI	Instalment Premium With CPI	Frequency
			\$436.2	436.20	\$436.2	36.35	\$36.35	Monthly
			\$6,791.16	6,791.16	\$6,791.16	565.93	\$565.93	Monthly
			\$758.88	798.96	\$798.96	66.58	\$66.58	Monthly

A note below the table states: 'Right click a policy number, then select drill-through to find the Covers'.

Renewals – main page.

Key areas – Renewals.

APPLICATIONS CUSTOMERS AND POLICIES DETAILED POLICY SUMMARIES

CALENDAR CUSTOMER REPORT OUTSTANDING PREMIUMS LAPSES RENEWALS COVER OPPORTUNITIES

Policy
All

Renewal date
10/09/2023

September 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

Right click a policy number, then sele

Renewing policies

Policy	Latest Renewal Date	Primary co	Annual Policy Annual Premium - No CPI	Renewal Policy Annual Premium - With CPI	Instalment Premium - No CPI	Instalment Premium With CPI	Frequency
			436.20	\$436.2	36.35	\$36.35	Monthly
			6,791.16	\$6,791.16	565.93	\$565.93	Monthly
			798.96	\$798.96	66.58	\$66.58	Monthly

Renewals – dates dropdown.

Key areas – Renewals.

The screenshot displays a software interface for managing policy renewals. At the top, there are navigation tabs: APPLICATIONS, CUSTOMERS AND POLICIES, and DETAILED POLICY SUMMARIES. Under CUSTOMERS AND POLICIES, there are sub-tabs: CALENDAR, CUSTOMER REPORT, OUTSTANDING PREMIUMS, LAPSES, RENEWALS, and COVER OPPORTUNITIES. The RENEWALS tab is active.

Below the navigation, there are filter controls for 'Policy' (set to 'All') and 'Renewal date' (with dates 10/09/2023 and 12/12/2023). To the right, two large orange boxes show premium amounts: \$7,986.24 (Pre-renewal annual premium) and \$8,026.32 (Renewal annual premium).

A text instruction reads: "Right click a policy number, then select drill-through to find the Covers". Below this is a table titled "Renewing policies". A context menu is open over the second row of the table, showing options: Copy, Show as a table, Include, Exclude, and Drill through. The "Drill through" option is selected, and a sub-menu shows "Covers".

Policy	Latest Renewal Date	Primary contact	Pre-renewal annual premium	Renewal Policy Annual Premium - No CPI	Renewal Policy Annual Premium - With CPI	Instalment Premium - No CPI	Instalment Premium With CPI	Frequency
			\$436.2		\$436.2	36.35	\$36.35	Monthly
			\$6,791.16		791.16	565.93	\$565.93	Monthly
			\$758.88		798.96	66.58	\$66.58	Monthly

Renewals – drill through.

Detailed policy summary page.

APPLICATIONS CUSTOMERS AND POLICIES DETAILED POLICY SUMMARIES

Print Staff Print

Policy summary for: **0** Customers ⓘ

Start date: Annual premium: **(Blank)**
 Status: **(Blank)** Instalment premium: **(Blank)**
 Policy type: **(Blank)** Paid to date:
 Servicing adviser: **(Blank)** Previous premium: **(Blank)**
 Payment method: **(Blank)** by **(Blank)** Next payment date:
 Bank account details: **(Blank)**

Search

- 377357
- 379301
- 379302
- 379677
- 90034226

**Hover over the customers name above to get their personal details or select the information button for a table view.*

NEW BUSINESS - NOT APPLICABLE LIVES PAYMENT HISTORY

Status	Insured person	Cover	Start date	Extras	Endorsement Link	Sum insured	Instalment Premium	Premium	Loading %	Loading Per Mille

How to export.

APPLICATIONS CUSTOMERS AND POLICIES DETAILED POLICY SUMMARIES

Print Staff Print

Customer details for: **90034226**

Customer Details

Customer	Gender	Contract Relationship	Address	Phone	Phone Type	Email	Age	Date of birth	Smoker	Occu

Detailed policy summary page.

APPLICATIONS
CUSTOMERS AND POLICIES
DETAILED POLICY SUMMARIES

Print Staff Print

Policy summary for: [Redacted]

Customers i

Paul Jones

Start date: **07/02/2023**

Status: **In Force**

Policy type: **Platinum Plus**

Servicing adviser: **13999**

Payment method: **Monthly by DD**

Bank account details: [Redacted]

Annual premium: **\$2,123.28 (inc. \$78.00 policy fee)**

Instalment premium: **\$176.94**

Paid to date: **06/11/2023**

Previous premium: **(Blank)**

Next payment date: **06/12/2023**

*Hover over the customers name above to get

[Click here to see all payment history for the policy](#)

NEW BUSINESS - NOT APPLICABLE
LIVES
PAYMENT HISTORY

Date of payment	Credit	Debit	Payment method
6/03/23	\$176.94	\$0	Direct Debit
6/04/23	\$176.94	\$0	Direct Debit
6/05/23	\$176.94	\$0	Direct Debit
6/06/23	\$176.94	\$0	Direct Debit
6/07/23	\$176.94	\$0	Direct Debit
6/08/23	\$176.94	\$0	Direct Debit
6/09/23	\$176.94	\$0	Direct Debit
6/10/23	\$176.94	\$0	Direct Debit
6/11/23	\$176.94	\$0	Direct Debit
Total	\$1,592.46	\$0	

How to view customer contact info.

Cover opportunities page.

APPLICATIONS

CUSTOMERS AND POLICIES

DETAILED POLICY SUMMARIES

CALENDAR

CUSTOMER REPORT

OUTSTANDING PREMIUMS

LAPSES

RENEWALS

COVER OPPORTUNITIES

Cover opportunities.

Use the "Cover" selection to show each of your customers that don't have selected cover.

Cover **Age range**

All v 0 71

Count of customers with cover type.

Life cover 39%

Trauma multi cover-accelerated 21%

Trauma cover-standalone 16%

Trauma multi cover-standalone 11%

Monthly mortgage repayme... 4%

Can click.

Customer details

Policy	Annual premium	Renewal date	Insured person	Mail recipient	Gender	Age	Smoker	Occupation	Cover	Cover API	Sum insured
									Life cover	\$285.00	\$100,000
									Trauma multi cover-accelerated	\$234.00	\$100,000
									Life cover	\$307.80	\$50,000
									Life cover	\$351.48	\$50,000
									Life cover	\$313.08	\$50,000
									Life cover	\$514.28	\$567,736
									Trauma multi cover-accelerated	\$85.54	\$113,547
									Life cover	\$415.74	\$567,736
									Trauma multi cover-accelerated	\$77.74	\$113,547
									Life cover	\$337.08	\$314,714
									Trauma multi cover-standalone	\$55.32	\$53,719
									Life cover	\$316.80	\$314,714
									Trauma multi cover-accelerated	\$30.72	\$33,762
									Life cover	\$1,381.38	\$118,782
									Trauma multi cover-accelerated	\$329.68	\$41,192
									Life cover	\$761.28	\$197,971
									Trauma multi cover-accelerated	\$236.60	\$82,386
									Monthly mortgage repayment cover	\$787.54	\$1,234,567

Calendar page.

APPLICATIONS CUSTOMERS AND POLICIES DETAILED POLICY SUMMARIES

CALENDAR CUSTOMER REPORT OUTSTANDING PREMIUMS LAPSES RENEWALS COVER OPPORTUNITIES

Policy Insured person Cover status Continuation option Metric

All All All All Policy Event

Metrics ● Renewal date ● Expiry date ● Policy event ● Level expiry with continuation

May 2023 June 2023 July 2023

Mon Tue Wed Thu Fri Sat Sun

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30

3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

More options ...

Shows all cover details for a policy that has an event on a selected date.

Insured person Policy Policy type Cover Age Upcoming birthday Renewal date Expiry date Cover status Cover API Continuation Loading over 100%

The information displayed is not exhaustive and there may be additional policy events. It should be used as a prompt for review and does not replace the relevant policy documentation. It only displays policy events for migrated policies and does not include any policies that may be held in different systems.

APPLICATIONS CUSTOMERS AND POLICIES DETAILED POLICY SUMMARIES

CALENDAR CUSTOMER REPORT OUTSTANDING PREMIUMS LAPSES RENEWALS COVER OPPORTUNITIES

Policy Insured person Cover status Continuation option Metric

All All All All All

Metrics ● Renewal date ● Expiry date ● Policy event ● Level expiry with continuation

May 2023 June 2023 July 2023

Mon Tue Wed Thu Fri Sat Sun

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30

3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

Special events increase.

More options ...

Shows all cover details for a policy that has an event on a selected date.

Insured person Policy Policy type Cover Age Upcoming birthday Renewal date Expiry date Cover status Cover API Continuation Loading over 100%

The information displayed is not exhaustive and there may be additional policy events. It should be used as a prompt for review and does not replace the relevant policy documentation. It only displays policy events for migrated policies and does not include any policies that may be held in different systems.

Mark it – Special events resource.



Email subject options.

The good thing about getting another year wiser

The upside of getting older

The big benefit of a milestone birthday

Milestone birthday coming up?

Email copy.

Hi [Name],

When there's a milestone to celebrate, you could increase cover without new medical information.

Apart from getting older and wiser, a milestone birthday comes with a special benefit.

Often, when people reach the age milestones of **25, 30, 35, 40** and **45** their needs and circumstances change.

Under your life insurance policy there may be age milestones benefit/s that once met, allows you to increase the amount of cover without needing to provide new medical information.

Age milestones benefit eases the process of increasing your cover and ensures that your policy keeps pace with your life.

Why can it be helpful to review your cover?

Regularly reviewing the amount of life insurance you have is a great way to ensure your cover keeps up with the cost of living and changes in your life. As we age, our responsibilities tend to increase so, there's a good chance that the amount of protection you needed at the start of your policy might not match up to what you need as you age.

Here are some changes that could affect the level of cover you need:

- Getting married or civil union
- Expanding your family
- Going through a divorce
- Buying a first home or upgrading to a better property

Get in touch before your next milestone birthday

To take advantage of this milestone birthday benefit, talk to me at least one month before the big day. Together we can review your cover level, discuss a suitable increase and premium adjustment. Then, when the birthday comes around, we can discuss any changes..

Any questions? Call me on [XXX XXXX] if you want to know more about the milestone birthday benefit or set up a review meeting.



Support & training



[Building Better Businesses](#) →

[Career connect](#) →

[Mark it](#) →

[Tools to support customers](#) →

[Adviser licensing](#) →

[Learning HQ](#) →

[Learning library](#) →



How we support you.



Mark it tools and resources.

Mark it is your go-to hub for marketing content and customer communications, many of which are specifically designed to help retain your existing customers.



Mark it has specific email templates for staying in touch with your existing customers that cover triggers such as:

- Age milestones.
- Life events.
- General check in.



Mark it also has a range of relevant and engaging marketing content such as:

- Cover if you get sick.
- What to expect at renewals.
- When and why should I review.

Handy reference materials.



Working together guide.



How-to videos.



Our Customer
value team.



Meet our Customer value managers.



Brannan Hunter

Senior manager
customer value.



Debbie Prentice



Avinash Samuel



Parisha Du Plessis



Bahador Banazadeh

Adviser feedback.

“Such an easy team to work with – they have been so helpful to me in my financial situation. I am off work, and my son is recovering from surgery.”

“You make our day every day and we so greatly appreciate the work you do for us.”

“You are truly amazing thanks so much.”

“Thanks – that’s very welcome news for our clients.”

“Amazing service.”

“Thank you so much for being so understanding and so helpful, I really do appreciate it all. :)”

“Very helpful and easy to deal with.”

“Nothing but great service from your team.”

“Thank you for working this through with us.”

“Thank you for your swift response. I have spoken with our mutual client, who is happy to go ahead as suggested.”

How we support you.

Retention tools.



THO.

Temporary hold option
– for 3-6 months
– no premiums paid
but no cover.



90-day deferral.

Defer payments for
90-days and repay
together with regular
premium over a
12-month period.



Payment plan.

Pay arrear premiums
over a 3-month period
together with the
regular premium.

How we support you.



Hardship – the criteria.

- ✓ Employer approved leave incl maternity, paternity, or sabbatical leave.
- ✓ Unemployment.
- ✓ Business closure or bankruptcy.
- ✓ Injury or illness.
- ✓ Leaving paid employment to become a full-time caregiver for a spouse, partner, or dependent child.
- ✓ Death of a spouse, partner, or child.
- ✓ Natural disaster where the event affects a life insured's ability to undertake their usual work.

Summary.



Key takeaways.



Customers are the lifeblood of your business. Value creation – throughout lifecycle.



Customers are **30%** more likely to cancel if no contact within 12-months.



\$283k adverse renewal commission impact and **\$1.1m** asset value loss.



Q&A.

