

Will improving the journey grow the market?

underwrite  
*me*

Making buying protection fast, easy and rewarding

# The current customer experience.



# Turning passion into progress.

A better journey could:

- Reinvigorate the intermediary sector
- Give banks a realistic way of selling life insurance
- Show we can listen to what customers want (they're not an alien species)
- Open the doors to third party distribution
- Allow focus on product and service, let experts do the IT work