

EFFECTIVE COMMUNICATION.



CLARITY.



SPEED.



WILL IMPROVING THE CUSTOMER EXPERIENCE GROW THE MARKET?

Steve Bryan, Director, Intermediary

**EVERY
DAY
MATTERS.®**


**Legal &
General**

➤ IMPROVING THE CUSTOMER EXPERIENCE

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**“THERE ARE WORSE THINGS IN
LIFE THAN DEATH. HAVE YOU
EVER SPENT AN EVENING WITH
AN INSURANCE SALESMAN?”**

WOODY ALLEN



Opportunities to sell protection are being missed. **How we communicate with customers** is fundamental.

► IMPROVING THE CUSTOMER EXPERIENCE

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**EFFECTIVE
COMMUNICATION.**



CLARITY.



SPEED.

➤ EFFECTIVE COMMUNICATION

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Provision of **strong communication tools** to help highlight the clear **need for protection** with new and existing customers.

► EFFECTIVE COMMUNICATION

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DIRECT DEBIT CALCULATOR



For use with customers at the point of sale to make them aware of how much will be withdrawn and when.

EARLY WARNING SYSTEM

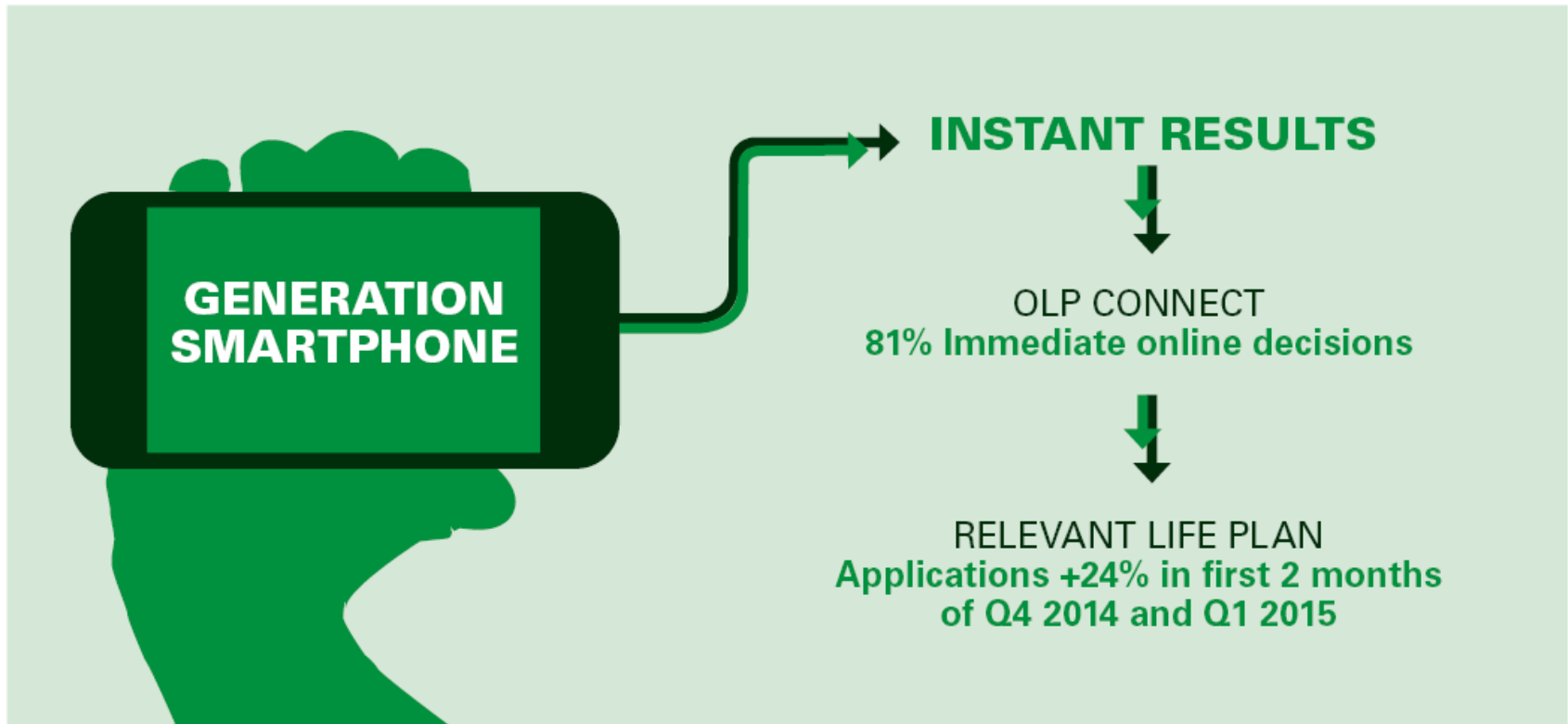
Alert intermediaries of any policies that may be of risk so appropriate action can be taken quickly



Tools to help retain **existing customers** by avoiding shocks that can cause them to cancel.



Ensure services and materials are available to help **manage expectations** and avoid disappointment.



We can improve the customer journey with more **electronic capture** and **services** making processes faster.

➤ CONCLUSION

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GOING FORWARD.

There's much more to do. We need to work with intermediaries to meet clients' **growing expectations**. We need to **engage social media** more and move with the way **society is changing**.



**“ 80% OF SUCCESS
IS SHOWING UP! ”**

WOODY ALLEN