

PRESS RELEASE

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7 Whitworth Court
Manor Park
Runcorn
WA7 1WA
United Kingdom

Te: +44 870 143 6869
www.MorganAsh.com

CANADA LIFE GROUP INSURANCE FURTHER IMPROVES CUSTOMER SERVICE WITH LAUNCH OF TELE-INTERVIEWING

Canada Life Group Insurance announces the introduction of telephone interviewing for all products, a move that will improve customer service, speed up the underwriting decision process and reduce non-disclosure.

After a successful pilot scheme with MorganAsh the service is being rolled out with both a Big T and little t service.

Compared to the previous approach of obtaining a General Practitioner (GP) report for all cases that require further medical information, this move is expected to reduce the time taken on an underwriting decision making process by 20%. In addition, by speaking directly to the scheme member, telephone interviewing ensures that more accurate information is obtained substantially reducing medical non-disclosure.

Jon Ford, Operations Director at Canada Life comments:

“Improving our underwriting processes to benefit both advisers and their clients is a key improvement to our offering this year. We have already redesigned the health declaration form this year and now we are extremely pleased to be able to introduce telephone interviewing to all of our products.

Telephone interviewing ensures we have all of the relevant information from the end user at the earliest possible instance - making the process more accurate and time efficient for all involved. These continued enhancements contribute to our overall aim to re-position our medical underwriting in the market delivering excellent customer service”

Andrew Gething, Managing Director of MorganAsh commented:-

“We are delighted to extend our service with Canada Life Group in the UK. Customer service is a key differentiator in the Group market, and the offering of our high quality personal service is a key ingredient of the customer journey. MorganAsh Tele-Interviewing is now seen as a key part of the sales process - improving conversion rates, and engendering consumer engagement.”

MorganAsh

Andrew Gething

0870 143 6869 (work)

07785 724029 (mobile)

andrew.getthing@morganash.com

Canada Life

Karen Butcher / Lee Blackwell / Emma Beresford

The Wriglesworth Consultancy

Tel: 020 7427 1400 / 077638 73519

k.butcher@wriglesworth.com

MorganAsh: is the leading Tele-interviewing provider in Europe.

MorganAsh employees over 100 nurse Tele-interviewers via a virtual contact centre in the North of England and Cologne in Germany.

MorganAsh prides itself on the quality of customer service and the information obtained from the interviews. Typically MorganAsh collect 70% more information than traditional paper application form methods. To-date MorganAsh has completed over 100,000 interviews and has only 1 contested claim, effectively eradicating the non-disclosure problem for consumers and insurance companies.

MorganAsh launched a Tele-Claims service in conjunction with SCOR Global Life (UK) in late 2007.

MorganAsh is authorised and regulated by the UK Financial Services Authority.

Awards:

2008 LifeSearch awards - nominated for "Best new initiative"

2008 Protection review awards - nominated for "Innovation" award

2009: Cover Excellence awards - winner - "Outstanding Achievement" award. Judges citation: - "This man has been at the leading edge of a breakthrough in underwriting. He is, in fact, for many the face of Tele underwriting, leading an innovative, and deadline hitting, firm. He thoroughly deserves this award."

About Canada Life

Canada Life have been providing group products for intermediaries and their corporate clients for over 35 years. We are one of the UK's largest providers of group risk insurance, covering almost 3 million people through our group insurance schemes.