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## Lincoln launches tele-interviewing

### New service will further improve turnaround for Financial Foundations

Lincoln Financial Group is set to launch tele-interviewing for its flexible menu-based protection product Financial Foundations following a successful pilot which delivered significant benefits for financial advisers and clients.

The new service launches on 17 March and is being run in partnership with MorganAsh, UK market-leaders in tele-interviewing. The new service has been extensively tested since August last year and is aimed at reducing processing turnaround times and enhancing Lincoln's reputation for service excellence.

Results from the pilot scheme showed a significant drop in non-disclosure rates compared with the old application forms system<sup>1</sup>.

**Keith Robertson, Chief Underwriter at Lincoln Financial Group** said: "The industry has struggled with the issues around non-disclosure for some time now. Tele-interviewing provides a significant opportunity for clients to provide the relevant information we need in a convenient manner. We have always paid out on valid claims and have never sought to refuse payment because of the non-disclosure of irrelevant information. However we are always keen to improve our business process so that we can deliver better service to financial advisers and their clients."

"We are delighted to be working with MorganAsh and believe their systems will enable us to enhance the experience of financial advisers who deal with us."

**Andrew Gething, Managing Director at MorganAsh**, said: "Our strategy is not only to reduce non-disclosure but to make buying protection easier. Lincoln is making a contribution to the industry's ongoing commitment to improving consumer confidence."

Significantly the pilot scheme for tele-interviewing showed that requests for further information from the client's doctor were cut by almost two thirds<sup>1</sup> compared with the previous system. Clients were willing to provide more personal health details during the tele-interview than they would in a face-to-face interview with an adviser.

The greater level of disclosure meant that the risk of incorrect underwriting decisions was reduced and the time taken to place the business was reduced. Just a small percentage of tele-interview based decisions differed from decisions taken after getting information from the client's doctor<sup>1</sup>.

Lincoln's Financial Foundations is a specialist multi-benefit protection product, providing Whole of Life cover in one place under one wrapper including Income Protection and Critical Illness.

The menu also includes Elderly Care cover, a unique protection benefit which can provide valuable pre-funded provision for elderly care financial planning but it is not designed or classed as a long-term care product as defined by the FSA.

Financial Foundations allows financial advisers to provide their clients with a flexible approach to protection planning; clients can add or remove from the product menu, amounts can be increased or decreased at any time with no additional administration charge (satisfactory health evidence may be required), premiums can be set up on a minimum or standard basis or single premium and cover plans can be pre-funded or targeted to last for a specific term. It aims to provide complete lifetime flexibility and retention and can also offer clients a potential inheritance tax planning solution.

For more information on Financial Foundations visit [www.lincoln-ifa.co.uk/ff](http://www.lincoln-ifa.co.uk/ff) or call 0845 071 0200.

**This press release is intended for investment professionals and journalists and should not be relied upon by private investors or any other investors. Full consumer product information can be found at [www.lincolnuk.co.uk](http://www.lincolnuk.co.uk).**

**Ends**

#### **Notes to editors**

<sup>1</sup>Source: Lincoln Financial Group. Results based on an extensive pilot scheme conducted over four months, from August to December 2007.

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#### **About Lincoln Financial Group**

Lincoln Financial Group is the UK business name of Lincoln National (UK) PLC and its UK subsidiary companies.

Lincoln National Corporation, the parent group, is listed as LNC on the New York Stock Exchange and is one of the world's largest organisations, placed in the FT Global 500 in 2007. Lincoln National Corporation was founded in 1905 and has a proud heritage of over 100 years financial strength and security, with long term credit ratings\* (as 10 January 2008) of 'A+' from Standard & Poor's, 'a' from AM Best, 'A+' from Fitch and has assets under management of more than \$251 billion (as at 30 September 2007) and more than \$9.1 billion in annual revenues (for the year ended 31 December 2006).

The UK operation dates back to 1934 with assets under management of £5.17 billion (as at 30 September 2007). Lincoln in the UK is passionate about doing the best for its customers at or in retirement, by bringing to the market reliable and flexible solutions which enable transition through retirement, protecting and enhancing wealth to enjoy an income for life. It serves the needs of customers nationwide either direct or through financial advisers and is dedicated to building excellent customer service.

In the UK, Lincoln Financial Group includes Lincoln Assurance Limited, Lincoln Investment Management Limited and Lincoln Unit Trust Managers Limited, which are each authorised and regulated by the Financial Services Authority. Any information offered will relate to the life assurance, pension and unit trust products and services of the Lincoln Financial Group, or may relate to other types of products or services of carefully selected partner companies not part of the Lincoln Financial Group. No personal financial advice or recommendations will be given.

\*All ratings have a "stable" or creditwatch positive outlook as defined by the respective agencies.

