

Case study Irish Life

Key Facts

- Volumes of business have grown by 25%
- Average turn a round time 5 days
- Only 15% of cases now require further evidence, Resulting in 85% being able to be underwritten from the Tele-Interview alone.
- At least €50 per case saving on underwriting costs alone.
- Customer complaints almost non existent

Irish Life Corporate Business division is the largest Group provider in Ireland with 50% market share, insuring just under 400,000 lives which is around 19% of the Irish Workforce. If the UK and Irish markets were combined then Irish Life would be the 4th largest Group insurer across the two territories.

Irish Life Corporate Business incorporates income protection products for both Corporate and Voluntary Risk Schemes. Corporate Risk is a traditional Group scheme, paid by the employer and where employees are automatically included in the scheme. Voluntary Risk Schemes are for employees who choose to join the

scheme. These are predominantly public sector employees, typically nurses and teachers.

In 2006 Irish Life faced a number of challenges. Collecting medical evidence in the form of doctors' reports was both slow and expensive and medical examinations were also costly and inconvenient for the employee. This resulted in poor take up rates, and the brokers being "turned off" from selling the schemes. To increase the volume of sales and the take up rate, they needed to make selling

"MorganAsh Tele-Interviewing has been a great success, removing the hassle and time delays of collecting medical evidence, since Irish Life introduced it our volumes have gone up by 25% on this piece of business."

Ivan Ahern Director of Cornmarket Group Financial Services.

the products easier, reduce the emphasis on doctors, and speed up the whole process.

So as a result, Irish Life undertook some Tele-interview pilots with MorganAsh and then in 2007 Irish Life adopted MorganAsh Big Tele-Interviewing for the Voluntary schemes.

MorganAsh

Irish Life

Irish Life introduced a simple one page application form with a few questions, if any employee answered “yes” to any of these questions, then they were passed to a full Tele-Interview with MorganAsh.

Starting with just one broker the new process has now been rolled out to all participating brokers.

Although there was some early scepticism from the underwriters, they are now able to underwrite 85% of the business from the Tele-Interview alone and only 15% of cases require further evidence after the Tele-Interview.

The result has been an unqualified success and volumes of business have grown by an impressive 25%.

Customer satisfaction has been impressive, with only 1 customer complaint after over 4000 Tele-Interviews.

The average turn a round time is 5 days which is a vast improvement on the 4 weeks to gather doctors information.

In addition to the increased revenue from increased sales, Irish Life calculate there is a saving of €50 per case just in the underwriting costs.

Salary Protection Scheme application form

1 personal details

Title: First Name: Surname: Date of Birth: / / 19

Home Address:

Email: Country of Birth: Gender: Male: Female:

Marital Status: Single Married Separated Divorced Partnered Widowed

2 employment details

Occupation: Employer: Unit/Area:

Work Address:

Current Annual Salary: € Pay Group Number: Employee Number:

Grade: Social Welfare Class: A1: D1: Superannuation member: Yes No:

IMPACT Division: Health and Welfare Local Government Grade: Officer Non Officer

Is your employment: Permanent Temporary If temporary, are you employed on a contract of at least 12 months duration? Yes: No:

Are you working as a job sharer? Yes: No: Are you working 8 hours or more per week? Yes: No:

3 medical details

Please read the questions below carefully and ensure that you fully understand each question before answering it.

Warning – Telling Irish Life About Material Facts – Failure to disclose all material facts on the application form and/or during the Med-Phone call could render your contract void. A material fact is one that an insurer would regard as likely to influence the assessment and acceptance of the proposal for insurance. If you are in doubt as to whether certain facts are material, such facts should be disclosed. If you do not, or if any of the answers you give to the questions asked are not true and complete, Irish Life could treat your membership of the plan as void. If this happens you will not be covered under the plan and in these circumstances your claim will not be paid. If you are not sure whether something is relevant you should tell Irish Life anyway. Irish Life will rely on what you tell them and you must not assume that Irish Life will automatically clarify or confirm with your GP or any other doctor any information that you provide. You do not need to tell Irish Life about any genetic test (that is any analysis of chromosomes, DNA or RNA to detect genetic abnormalities in individuals) which you may have had. You must however, tell Irish Life if you are having treatment or are experiencing symptoms of a genetic condition.

- 1 Have you been absent from work through illness or injury for more than 10 consecutive working days in the last three years (colds or influenza may be ignored)? Yes No
- 2 Are you currently unwell or do you suffer from any physical defect or is there any ailment or disease to which you have a tendency? Yes No
- 3 Are you currently taking prescribed drugs, medicines, tablets or other treatment or have you done so in the last year (colds, influenza or respiratory tract infections may be ignored)? Yes No
- 4 Have you been referred to a specialist or admitted as an in-patient to any hospital or clinic in the last four years (in-patient periods in respect of normal pregnancy and delivery need not be disclosed)? Yes No
- 5 Have you ever had any symptoms of, or suffered from any of the following: Depression, stress, anxiety, nervous breakdown or any other mental or behavioural disorder? Yes No
- 6 Have you ever had any symptoms of, or suffered from any of the following: back pain, neck pain, slipped disc, whiplash, trapped nerve or sciatica? Yes No
- 7 Have you ever been declined, postponed or accepted on special terms by Irish Life or any other insurer for life, critical illness or disability insurance? Yes No

If you have answered 'yes' to any of the questions above please provide details below or on a separate sheet

Question	Nature of illness	Dates and duration off work	Name and address of doctor consulted

As a result of this success Irish Life have extended the MorganAsh Big T service for all Corporate and Voluntary Risk schemes.

“The adoption of MorganAsh Tele-Interviewing has been an unprecedented success. I have no hesitation in recommending them to anyone else”

Ivor O’Shea Director of Risk Operations Irish Life.

MorganAsh