

PRESS RELEASE

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7 Whitworth Court
Manor Park
Runcorn
WA7 1WA
United Kingdom

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

MorganAsh Tele-interviewing service adopted by Bank of Ireland Life

MorganAsh are delighted to announce their partnership with Bank of Ireland Life who has recently adopted their unique tele-interviewing service aimed at improving the application process for life assurance and critical illness cover.

Bank of Ireland Life has been testing the process for the last 12 months and following its success, will now gradually roll it out across their various distribution channels.

The tele-interviewing service is operated by MorganAsh nurses, who on behalf of Bank of Ireland Life, telephone applicants to undertake an in-depth interview of their medical history. This reduces the need for Bank of Ireland Life to later collect information from doctors' surgeries, greatly improving the turnaround times of client applications.

Financial Advisers for the Bank benefit from the increased speed of processing client cases, and the more diligent process reduces the chance of subsequent claims being contested for non-disclosure.

"Tele-interviewing has enabled us to replace a significant proportion of our GP reports thereby cutting the timeline for receipt of medical evidence by more than 60%. It has also been well very received by our own sales force", said Noel Finnegan, Underwriting Manager, Bank of Ireland Life.

Andrew Gething Managing Director for MorganAsh stated: "Tele-interviewing is rapidly taking off within the Life Assurance industry in Ireland. It is invaluable to companies wishing to improve the speed of collecting medical evidence as part of their application process."

Notes to Editors:

Enquiries:

Andrew Gething
MorganAsh

0870 143 6869 (work)
07785 724029 (mobile)

Noel Finnegan

andrew.getting@morganash.com

00353 1 632 2463 (work)

nfinnegan@newireland.ie

MorganAsh collect “independent intelligent information” on applicants for life and health insurance, forming outsourcing partnerships with life and health insurance companies, to improve their new business acquisition process, reduce costs, increase revenues, and improve customer satisfaction. This involves high quality Tele-interviewing, Tele-data capture and Tele-underwriting.

Tele-interviewing is the process of using a telephone interview as a means of collecting information from applicants, for protection insurance, regarding their occupation, medical history, pastimes and potentially hazardous pursuits.

About Bank of Ireland Life:

Bank of Ireland Life is an independent company within the Bank of Ireland Group. We provide Life, Pensions, Savings and Investment products, which are distributed in over 280 Bank of Ireland branches throughout the country.

Bank of Ireland Life offers customers the accessibility and availability of professional financial advice through their local Bank of Ireland branch. In every Bank of Ireland branch, there is an Insurance & Investments Manager, who is trained to help identify our customer’s financial needs and assist them with any queries they may have. Our Insurance & Investments Managers are committed to providing quality advice and specialist expertise to help our customers find the best solution to their needs.