

PRESS RELEASE

**For immediate release
March 2008**

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**CANADA LIFE IRELAND IMPROVES SPEED OF TURNAROUND WITH
TELE-INTERVIEWING**

- Service improvement for brokers
- Reduced turn around times
- Contract awarded to MorganAsh

Canada Life Ireland has reduced its turn around times for Life and Critical Illness Insurance. In many cases, instead of applying for doctors' reports applicants are now interviewed over the phone by a trained nurse from MorganAsh. The process called Tele-interviewing is rapidly gaining acceptance across the industry.

Canada Life trialled the process for a year then in March 2007 rolled it out in production for its Term and Whole of Life products. With the approval of reinsurer's SCOR Global Life Canada Life have reduced the need for doctors reports (PMAR's) and are taking advantage of the much quicker turnaround times available by offering Tele-interviews to customers.

A MorganAsh nurse phones the applicant at a mutually agreed time, and interviews them about their medical history.

Tony Battigan Chief Underwriter for Canada Life Ireland commented: *"We are gradually replacing more and more PMAR's as our confidence grows in this process. PMAR's can often take about a month to be returned, with Tele-interviewing we get the report within a week." "We will still need to refer for PMAR's in some cases, but a greater number of cases can be turned around faster thanks to the tele-interviewing process and this helps our customers many of whom are buying their policies in connection with a mortgage"*

Steven Maybury, Head of Customer Propositions for SCOR GLOBAL life commented: *"Tele-interviewing has clear customer service benefits in terms of turnaround but we believe that it also greatly helps the underwriter as it ensures better disclosures from the customer. In turn, this should lead to less disputes at claim stage."*

Andrew Gething Managing Director for MorganAsh stated: *"Tele-interviewing has really taken off in Ireland with the majority of providers now offering the service. It is improving the speed of collecting medical evidence, and hence speeding up the whole application process."*

ENDS

Notes to Editors:

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MorganAsh: having pioneered the introduction of Tele-interviewing in the UK, Ireland and Germany, and with over 24 Life insurance customers, MorganAsh is the leading Tele-interviewing provider in Europe.

MorganAsh forms outsourcing partnerships with brokers, life and health insurance companies to improve their new business acquisition process, reduce costs, increase revenues, and improve customer satisfaction by undertakes Tele-interviewing, Tele-underwriting and Tele-Data Capture services.

MorganAsh employees over 100 nurse Tele-interviewers via a virtual contact centre in the North of England and Cologne in Germany. MorganAsh have a close relationship with RGA Technology partners and use their AURA underwriting engine.

MorganAsh prides itself on the quality of customer service and the information obtained from the interviews. The MorganAsh complaint rate is less than 1/1000 interviews, and typically MorganAsh collect 70% more information than traditional paper application form methods. To-date MorganAsh has completed over 40,000 interviews and has zero contested claims.

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.

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.

SCOR Global Life UK is a leading UK reinsurer specialising in individual protection. 2007 has seen the company harness their extensive Income Protection experience into a full service proposition and are keen to discuss this proposition with direct writers.

SCOR Global Life UK is a subsidiary of the SCOR Group, an A- rated company (Standard and Poor's). Over the last couple of years the group has purchased the ex-Revios and ex-Converium groups and combining these entities means that SCOR is now the fifth largest multi-line reinsurer and the fifth largest life reinsurer. The group is particularly strong in Europe and is one of the first companies to have been granted Societas Europaea status.

SCOR Global Life UK have followed a long-standing partnership approach to reinsurance. Our commitment to quality services can be demonstrated through the excellent results achieved in recent industry surveys including:

- Small Insurer's Reinsurer of the year and Irish Insurer's Reinsurer of the year in the 2007 Redmayne Reinsurance Survey 2007;
- Best overall service provider in the 2006 Redmayne Report on Underwriting & Claims; and
- Best overall service quality and best client relationship management in the 2007 Business Quality Management Survey by NMG