

**PRESS RELEASE**

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**MorganAsh launches on-line calendar booking for Tele-Interviews**

- Advisers can book their Tele-interview appointment directly on-line
- Interviews can be booked immediately
- System integrated with dynamic resourcing system

Tele-Interviewing takes another step faster with the launch of MorganAsh on-line calendar booking system for appointments. MorganAsh has launched an interactive appointment booking system, so that IFA's and consumers can book their Tele-Interview appointments on-line.

The system is interlinked with MorganAsh resourcing system, so that the appropriate resources are available to meet the consumer demands. IFA's can book their Tele-Interview appointments, within ½ hr slots, and immediately. Existing systems are commonly not integrated with the available resources and are hence limited to offering morning, afternoon, or evening slots and only a day in advance.

“Speed and consumer service are paramount, our telephone mortgage team have been using the system since the start of the year, and are delighted. They can book the time of the appointment while on the phone with the consumer thus speeding up the process.” commented Noel Freely Chief Underwriter at The Co-Operative.

“It is important to offer customers choice, and the ability to choose convenient and precise appointment times. It is unfair on consumers, to have to wait around expecting a call “in the afternoon” commented Andrew Parker, Head of Operations at LifeSearch.

“We listened to the requirements of advisers, and built our systems to provide a service that was flexible, and provides a superior consumer experience, and we manage our resources to meet the consumer demands. This is in stark contrast to others who build systems around minimizing costs and fixed resources that can not flex to meet these consumer behaviors.” Commented Andrew Gething Managing Director of MorganAsh

**Notes to Editors:**

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**MorganAsh** forms outsourcing partnerships with brokers, life and health insurance companies to improve their new business acquisition process, reduce costs, increase revenues, and improve sales.

MorganAsh are the leading Tele-interviewing provider in Europe, having pioneered the introduction of Tele-interviewing in the UK, Ireland and Germany.

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. MorganAsh collect 70% more information than traditional paper application form methods. To-date MorganAsh has completed over 70,000 Tele-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.