

**PRESS RELEASE**

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**WESLEYAN SELECTS MORGANASH FOR  
TELE-INTERVIEWING**

- Contract signed with MorganAsh
- Improved service for Financial Consultants
- Customer service is Key

MorganAsh are please to announce the award of a contract by Wesleyan Assurance Society. MorganAsh will undertake Tele-Interviews for Wesleyan for most of its protection products. The contract was signed in 2007 and the service commenced in March 2008.

Wesleyan Assurance Society provides specialist financial advice and products to professional groups, primarily doctors, dentists, lawyers and teachers.

MorganAsh are the market leaders in Tele-Interviewing in the UK and Ireland, and recently opened an office in Cologne Germany. One of Wesleyan's key criteria is excellence in customer service. The MorganAsh nurses have the life experience, medical knowledge and conversation management skills as well as an unparalleled reputation for customer service. MorganAsh complaint rate is second to none. MorganAsh complaint rate in 2007 was only 1/1750 interviews.

Martin Walker, Wesleyan's New Business Operations Manager said, *"Our aim is to demonstrate professionalism and expertise when dealing with customers in our niche target markets. Our Financial Consultants are experts in identifying the financial needs of clients and providing appropriate advice, while MorganAsh nurses are experts in gathering medical information. These skills compliment each other perfectly and will enable us to issue protection policies and communicate underwriting decisions to our clients more efficiently."*

*“The telephone interview is an integral part of the customer journey, and it is paramount to deliver a good consumer experience as well as collecting the medical history. Wesleyan recognises this, and we are delighted to be working in partnership with them.”* commented Andrew Gething, Managing Director MorganAsh. *“Undertaking simple interviews with admin staff reading out strictly scripted questions results in poor rapport and substandard customer experience. This may be suitable for some channels, but is unlikely to be suitable for the higher net worth individuals and professionals as serviced by Wesleyan.”*

**END**

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Notes to Editors:

**Wesleyan Assurance Society:**

- Wesleyan Assurance Society, founded in 1841, is a mutual organisation. Its core values are Insight, Performance and Trust.
- Wesleyan offers specialist financial advice to hospital doctors, GPs, dentists, teachers and lawyers, through its principal distribution brands Wesleyan Medical Sickness, Wesleyan for Teachers and Wesleyan for Lawyers.
- In 2007 Wesleyan Assurance Society won the ifs Financial Innovation Awards 2007 for Most Effective Customer Segmentation Strategy.
- Wesleyan is one of the UK's financially strongest mutuals, receiving a ten-out-of-ten rating for four consecutive years in the Cazalet Consulting survey of With Profits offices.
- Wesleyan Assurance Society Head Office: PO Box 3420, Colmore Circus, Birmingham, B4 6AR. Website: [www.wesleyan.co.uk](http://www.wesleyan.co.uk)

**MorganAsh:** having pioneered the introduction of Tele-interviewing in the UK, Ireland and Germany, and with over 23 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 employs 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.