

# Transform Your Digital Customer Experience

Driven by the behavioral science of customer engagement, Life.io's suite of solutions helps change transactions into meaningful customer interactions that:

- ◆ Improve impression, conversion, placement and persistency rates
- ◆ Create ongoing client touchpoints that improve Net Promote Scores (NPS)
- ◆ Increase wallet share, cross-sell and up-sell opportunities

## Life.io Enterprise Solutions

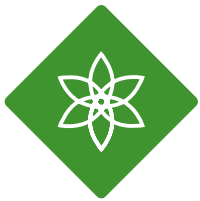
Our solution suite integrates powerful customer engagement across the lifecycle to *reduce friction, convert sales and optimize results*.



### Life.ioEngage

Create meaningful interactions around life events and holistic well-being with our data rich, turnkey engagement solution. Improve key metrics across the client experience:

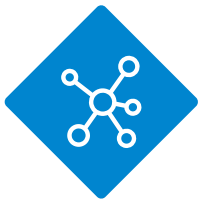
- ◆ NPS
- ◆ Conversion
- ◆ Placement
- ◆ Persistency
- ◆ Cross & Up Sell
- ◆ Impressions



### Life.ioGrow

Improve funnel metrics with our engagement driven origination platform solution. A mobile optimized:

- ◆ Needs analysis
- ◆ E-application
- ◆ Quick quote
- ◆ Advisor portal



### Life.ioEmpower

Build a deeper relationship with policyowners through a digital self-service portal that delivers holistic wellness. Policyowners can:

- ◆ Review their policy
- ◆ Manage beneficiaries
- ◆ Update contact information
- ◆ Contact advisor or insurer



### Life.ioInsights

Across the Life.io Enterprise Suite, translate data into insights to help grow and retain customers. Interpret, manage and secure data to provide an optimized, informed user-experience.

**72% of policyowners** want to hear from their life insurance company more regularly.<sup>1</sup>  
Exceed your customer's expectations with Life.io's end-to-end digital customer experience.

<sup>1</sup>Life Insurance as a Partnership: Life Markets Ready for Two-Way Relationships Built on Data and Incentives 2020.