



Accelerate your new business acquisition with Life.io**Grow**TM

Turnkey. Configurable. Embedded Customer Engagement.

Cost-effectively enter new markets, deliver products and grow sales with speed and agility.

Unlike a typical origination platform, Life.io**Grow** broke the mold by automatically embedding robust customer engagement (Life.io**Engage**) and cutting edge UX design into the new business acquisition process. **Here's the impact:**

- ◆ Reduces friction for prospects and advisors with optimized user experience and front-end design
- ◆ Improves conversion and placement rates across the sales funnel
- ◆ Captures prospects that fall out of the funnel
- ◆ Decreases processing time and improves IGO submissions



One Platform, Multiple Opportunities

An end-to-end SaaS solution, Life.io**Grow** works across multiple distribution channels for a wide variety of individual and group products including life, health, P&C, retirement and more. It can be configured to reflect and promote your company's unique brand and suite of products while actively engaging your target audience.

Grow supports the full spectrum of product acquisition from click-to-buy to fully underwritten. It integrates with underwriting engines, third party databases and policy administration platforms. And, **Grow**'s dashboards offer real-time, 24-7 status to both advisors and customers.



Easily Expand your Distribution

Life.io**Grow**'s API gateway makes it quick and easy to add distribution partners. Each partner can customize the front-end or use Life.io's optimized front-end experience.

A configurable platform,
Life.io**Grow** rapidly brings
products to market while
easily and securely
integrating with all key
parties needed for today's
digital process.

Transform your digital customer acquisition experience today!

Grow™	Key Details
COMPONENTS	
Quote & Needs Analysis	<ul style="list-style-type: none"> • Customized for your preference from shorter to longer form (including Fast Form for advisors) • Configured to product specifications • Integrates with needs algorithm and quote calculation
E-app	<ul style="list-style-type: none"> • Click to buy, instant decision, accelerated or fully underwritten • E-ticket or full application • Direct to consumer or advisor supported • Online payments and e-signature
Advisor Dashboard	<ul style="list-style-type: none"> • View all prospects and clients. Drill down to an individual view • Re-engage and reach out to prospects • Assign a delegate to help manage applications and client outreach
Client Dashboard	<ul style="list-style-type: none"> • Save an application to complete later. Track application status • Schedule appointments with an integrated calendar
CUSTOMER ENGAGEMENT	
Life.ioEngage	<ul style="list-style-type: none"> • Automatically embedded into Grow • Improve funnel metrics: conversion, placement, persistency, lead generation
INTEGRATION	
API Gateway	Robust gateway that connects with distributors for front end development and with carriers and third parties for back end support
Underwriting	Integrates with your underwriting engine of choice, industry databases (LexisNexis, Milliman, MIB, MVR and Rx), and policy administration platforms through Life.io's API Gateway
Payments	Integrates with all major 3 rd party payment systems
Administrative Systems	Integrate with Advisor Management, CRM systems and TPA platforms
CUSTOM CONFIGURATION	
Branding	Customize to reflect your company's style, color, logos, and messaging
Application	Modify and enhance your questions for your application and underwriting requirements
Product Content	Personalize to include specific content for your products
Single Sign On	Integrate seamlessly with your existing applications via a Single Sign-On
DATA & INSIGHTS*	
Data Dashboard	Highlights interactions and developing trends to uncover actionable insights (*Base version of Life.io <i>Insights</i> .)
Integration	Pushes data to your data lake or Life.io can host a data lake