

AIG joins UnderwriteMe

AIG Life Limited has added its upgraded Critical Illness, Life, and Income Protection Cover products to UnderwriteMe's comparison service. The addition of AIG Life means a total of eight major UK protection providers are now live on the online service, which enables intermediaries to quote, compare, underwrite and sell with 'buy now' prices.

This free online comparison service saves time by allowing intermediaries to use a single question set for multiple lives, products and insurers, improving the customer experience and eliminating the need to re-key data.

Debbie Bolton, Head of Underwriting & Claims Strategy at AIG Life, said: "Making it easier for customers and intermediaries to get financial protection is part of our DNA at AIG Life. Partnering with UnderwriteMe offers financial advisers an alternative and intelligent way to help customers and their families gain financial security."

Earlier this week, AIG announced a series of improvements to its critical illness proposition which have been designed to reinforce its position at the quality end of the market.

Phil Jeynes, Head of Sales & Marketing at UnderwriteMe comments: "We now have the majority of major insurers live on our comparison service. It gives the industry what it has been demanding for as long as I've been a part of it: a genuine, single application process, with no compromise in terms of product or price. We are delighted to welcome AIG Life to the service."

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About UnderwriteMe

UnderwriteMe is the largest supplier of automated underwriting systems in the UK and Ireland. It is transforming markets by making protection easier to buy and sell for customers, advisers, and insurers. The company's suite of technology includes its Underwriting Rules Engine, Workbench, Business Analytics, and User Interface and gives insurers the speed, scale, and data needed to achieve market-

leading results. This has resulted in UnderwriteMe having one of the highest satisfaction ratings from clients (NMG Consulting's Reinsurance Programme 2017).

UnderwriteMe's free online comparison service for intermediaries, enables them to quote, compare, underwrite and sell with 'buy now' prices from the majority of popular UK insurers. It is a time-saving service, with one single, simplified question set for multiple lives, products and insurers, improving the customer experience and eliminating the need to re-key data.

About AIG Life Limited

AIG Life Limited is the life insurance arm in the UK for American International Group, Inc. – a leading global insurer serving customers in more than 80 countries and jurisdictions.