

Press Release  
16<sup>th</sup> September 2014

## **UnderwriteMe technology “revolution” up and running**

UnderwriteMe has gone live with its technology for the first time.

Exeter Family Friendly, Scottish Provident, Scottish Friendly and SunLife are now using the new UnderwriteMe software within their own propositions, with three further insurers set to go-live with the technology in the next quarter as part of a phased implementation.

UnderwriteMe CEO Martin Werth said: “We are delighted to be working with Exeter Family, Scottish Provident, Scottish Friendly and SunLife. We have had a great response to our underwriting technology and three launches in one week is a fantastic achievement.”

Andy Chapman, CEO, Exeter Family Friendly said: “UnderwriteMe is a potential revolution in the protection market – the first common application process, offering advisers and their customers what they need - usability, consistency and immediacy. I’m delighted to utilise UnderwriteMe to power our IP application process and look forward to many more insurers doing the same.”

Isobel Langton, CEO Intermediary, Royal London Group said: “At Scottish Provident we have been working hard at improving the service advisers receive from us by ensuring they have a dedicated case manager and access to our underwriting team when they need it. Our focus has been on making it easy for advisers to do business with us, so the next obvious step was to create an online journey that offers an innovative, intelligent yet simple and fast process to help get clients plans on risk. Working with UnderwriteMe has enabled us to do just that and we look forward to continuing to work with them to ensure we can continually improve the customer experience in the protection industry.”

Neil Lovatt, Sales & Marketing Director, Scottish Friendly said: “We were delighted to team up with UnderwriteMe as their flexibility and ability to adapt to different client propositions fitted our own perfectly. By combining with UnderwriteMe we were both able to build a customised term and critical illness proposition which covered the web journey through to the back office seamlessly serving our distribution and reinsurance partners.”

The UnderwriteMe USP is its single application process that simultaneously interrogates multiple participating insurer underwriting engines. The “state of the art” technology provides comparisons of estimated prices, or fully underwritten prices and available benefits at the point of sale. This removes sales complexity so advisers can focus on advice and deliver a fast service with no surprises.

Martin Werth, added: “This is a very exciting first step towards the launch of our multi-insurer comparison proposition. The protection market has significant potential if we can more effectively engage with customers and advisers to simplify the buying and selling process. The easy buying process will be a big win for customers and intermediaries, as well as reduce insurer costs.”

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#### Notes to Editors

The information contained in UnderwriteMe’s press releases is intended solely for journalists and should not be used by consumers to make financial decisions.

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#### **About UnderwriteMe**

UnderwriteMe is a protection specialist technology company that has developed web enabled technology and transaction services that improve the customer experience and remove manual process. The technology removes costs and improves profitability by making the processes easier, faster and more transparent. Key components are a web enabled enquiry engine and individual insurer web-enabled underwriting engines. UnderwriteMe is backed by Pacific Life Re, who is the major shareholder.