THE **TECH** GUIDE

Special Sponsored Section

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From carriers to broker/dealers to third-party software providers, the industry's savviest players are staying ahead of the future.

This year's technology showcase explores how a wide range of digital innovations are reshaping the industry. In an age with fewer producers scrambling to serve more retirees, modern ingenuity is more critical than ever and the directive is clear: **Go tech, or go home.**

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How an Uninterested Consumer Found a **Need** for Life Insurance in 5 Minutes

I just got a life insurance quote for the first time in my life, and it only took five minutes. And after that first quote, I felt smarter already and went back and got a second quote with a more specific policy amount in mind. The redo took less than a minute; I simply changed a couple responses.

Being a thirty-four-year-old woman, unmarried, with no kids, I didn't think I needed life insurance. I tested this quote engine while researching to write this column, especially curious how it could be "fun," as they claimed. It *was* fun, mainly because of its graphics; when I told it I didn't have any kids, an image of a dog with a cat and a goldfish popped up. Some of the images made me laugh out loud — I'll let you see for yourself when you try the demo version.

I discovered that for the cost of a couple fast food meals a month, I can get a term policy that will cover my funeral, pay off my house, and buy enough food and vacuum cleaner bags for the duration of my 90-pound dog's life. (I'm still in the market for a cat and a goldfish.) I had no idea life insurance was so accessible — or important.

So now, I'm thinking I need life insurance. I have a tendency to jaunt off to Cambodia or Brazil, so it'll be nice to tell my parents to not worry so much when I go away: "Look at the bright side, Mom — You'll get a paid-off duplex and morose fat dog." Seriously, I have learned a new lesson in responsibility and duty, and now I'm most definitely a warm life insurance lead. In just five minutes.

About Quotes Done Right (QDR):

QDR is a web-based, one-of-a-kind, term life insurance lead generator and consumer quoting tool. It's fast, simple and broker-powered. Upon receipt of an invitation (QDR is available by invitation only from one's general agency), brokers can set up a profile for a personalized version, and using comprehensive marketing materials, from display ads to step-by-step social media campaigns (all ready to grab and implement straight from www.lgamerica.com/qdr), drive consumers directly to their personalized QDR sites. Users can set appointments, it integrates with AppAssist which collects full life applications, and much more. There is no charge and no reduction in commissions.

Visit the microsite and learn in just a few minutes how to acquire, implement, promote and grow your business with Quotes Done Right by Legal & General America.

www.lgamerica.com/qdr

Policy eDelivery Process Wins Novarica Research Council Impact Award

Legal & General America accepted its prestigious Novarica Research Council Impact Award in New York City last August after developing a proprietary eDelivery process that reduces the cycle time from policy submission to final disposition by more than 2 weeks.

Multiple experts collaborated on the process to overcome administrative and vendor challenges thanks to strong relationships between project participants.

New features have been added based on agency feedback, making for a smooth adoption process. Recent upgrades include dynamic mode changes and PayPal integration.

Some of the other advantages:
- DocuSign portal is easy to manage
- No cost for the agency/broker
- BGAs can receive same-day commissions

Get started today at
www.lgamerica.com/edelivery

New Service Cuts 'Four-Hour Standard' Down to Mere Minutes

Agencies can now eliminate postage costs and vendor fees and upload documents from their desktops in just a few easy steps. Legal & General America has implemented an eDocument service that works faster than even their four-hour standard for emails. When agencies upload their documents, they go into Legal & General America's queue immediately.

Imaged checks are just as easy to send to Legal & General America directly, or with PaperClip or ExamOne as the intermediary. Payment is just a click away.

Watch a brief video on how it works at
www.lgamerica.com/edocuments

Legal & General AMERICA

Five-Year-Long Tech Overhaul is Latest Testament of Foresters Leadership

Since 1874, The Independent Order of Foresters ("Foresters™")[1] has sought to provide life insurance to average, working Americans as part of their mission to make a difference for Foresters members and their communities. The organization proved their passion for social innovation early on, championing the rights of women, children and minorities like few others did at the time.

Today, Foresters retains their tradition of innovation and adaptation for their members, their communities, and the insurance industry with the financial strength of their 14-year-running A.M. Best Rating of A (Excellent)[2] and current Risk Based Capital (RBC) of 317% Foresters US Branch, as of June 30, 2014.

Foresters latest venture to fulfill their mission is a comprehensive technology program which began five years ago, has made substantial progress, and continues to move forward. The program improves member ability to engage with Foresters and in the Foresters purpose and has transformed the product sales process for BGAs and agents.

Once again, it comes back to that original idea of making a difference for middle American families, a resolve which includes their BGA and agent partners. This new technology program is designed to make it easier for BGAs and agents to conduct business, grow their businesses and better serve their communities.

Foresters new technology program

has made a difference for BGAs and agents with:

| Non Medical process | Ease of doing business | Faster compensation |

These benefits are made possible by a **multitude of technological upgrades**, including:

Compensation System

Foresters added daily pay to their flexible compensation options (subject to upline approval).

The commission statements are available to view on the agent portal, which is enhanced by the new operational data store that provides more timely reporting on payments and payouts.

New Business & Underwriting System

By 2015 all U.S. new business will be processed through one configurable new business system capable of straight-through processing and automated underwriting.

The system uses a Java based ACORD compliant application.

CRM

In 2010 Foresters initiated a project to replace their CRM with a more industry-standard, flexible CRM that is designed to support ACORD.

Mobile App

In early 2014 Foresters introduced a mobile app allowing agents to see their business on mobile devices.

It gives agents a quick and easy anytime/anywhere view of their pending, in-force and inactive business including new business requirements.

iGO® e-App

Foresters is an iPipeline partner, providing a U.S. electronic application for non-med business.

Agents can complete an electronic application and associated questionnaires, lock the application and obtain electronic signatures, allowing for a completely paperless process.

It can be used face-to-face with a tablet and iPad signature (non-med).

iPipeline electronically submits the application data in an ACORD transaction.

Agent Portal

Upgrades to agent portal will include dashboards, access to images, secure messaging and drill down reports.

The next step includes planned phasing in certificate lists and certificate details, bank returns, cancellation, lapse, 2nd year renewal, persistency, placement, leader board, master production and commission /contracting reports.

Voice Signature

Agents and clients use Apptical[3] to complete a personal health interview over the phone that includes a voice signature from both the client and the agent.

Apptical runs various "searches" during the interview, provides a point-of-sale decision on eligibility and submits the app to be processed.

FileNexus

To eliminate manual and paper-based processes, Foresters implemented a repository solution that stores all artifacts, including Apptical voice recordings and copies of all inbound files and outbound print.

Other technology program initiatives that Foresters has implemented to support their mission and make themselves a stronger, more secure, efficient, and modern insurance carrier include:

- ACORD
- Policy Admin
- Mainframe Upgrade
- SQL
- Infrastructure
- Enterprise Data Warehouse
- Enterprise Service Bus
- Operational Data Store

Learn how a partnership with Foresters can help you grow your business and better serve your community. Request the Foresters Sales e-Kit at:

foresterssaleskit.com or call **866-280-6731, option 1**

Foresters

First-of-its-Kind Plan Admin Buys Hours, Saves Commissions, Sharpens Competitive Edge

A powerhouse in the COLI/BOLI territory has now gained a substantial foothold in the individual life space. The company, Andesa Services, is raising eyebrows with an innovative plan administration system. The benefits go well beyond optimized prospecting, sales, referrals and retention. They go to the very root of one's businesses, restoring time and money lost to generating and mailing reports and sacrificing commission dollars to outsource plan administration.

The ADASTAR Q+™ plan administration system was born when an insurance distributor wanted to replace their aging platform and turned to Andesa, a company with a long history of developing complex systems elsewhere in the industry.

Andesa used profound industry understanding to zero in on specific business requirements and develop a highly effective, first-of-its-kind asset/liability management and recordkeeping support for distributors, plan sponsors, plan participants and carriers. The system provides several unique benefits, including:

- Anytime access to plan administration tools so users can revise personal demographics, set contribution allocations, change provisions, model what-if plan changes and generate accounting, plan and participant statements

- Fully brandable sponsor portals, letting brokers and carriers present a seamless user interface to their clients

- Instant, web-based delivery of scheduled, recurring and ad hoc reports

- 24/7 access to full plan histories, including plan values and documentation as of any date

Along with its unprecedented flexibility and access, Andesa's plan admin system is incredibly easy to adopt and implement, whether it's a company's first plan admin system, or a replacement of a service or system that is underperforming and overcosting. Just the second adopter had more than 600 plans they needed to convert within six months. "By the beginning of Q4, the conversion – which started in June – was significantly complete, and we were already servicing accounts," said an executive at the brokerage. "Further," he added, "we were endorsed by the American Bankers Association within five months of starting as a business. A huge part of that was Andesa truly teaming up with us."

> "We were endorsed by the American Bankers Association within five months of starting as a business. A huge part of that was Andesa."

MORE TO THE STORY: Learn more and view the Case Study "Quickly Deploying a New Plan Admin System" at **AndesaPlanAdmin.com**

QUICK TIP:

Top 5 questions to ask a potential plan admin vendor.

1. How accurate is your data?
2. How do brokers access plan information?
3. How do sponsors and participants use this system?
4. What types of plans can you support?
5. Where can I turn for ongoing support?

See what Andesa's answers are at **AndesaPlanAdmin.com**

DID YOU KNOW?

All of Andesa's systems are SAAE 16 compliant, backed up in their own private cloud.

Learn more about the cloud with the free white paper, "The Cloud as a Life Insurance Policy Admin Solution," at **AndesaPlanAdmin.com.**

ANDESA SERVICES

Tech Innovator's Expansion Into Product Design Enables Agents to Sell in Their Sleep

Bill L. Levinson has been integral in many tech-related pilot programs and carrier technology committees. He's responsible for launching the exclusive iGenius sales platform and has been featured in many national press releases.

B ill Levinson, managing partner of Levinson & Associates, is a one-man technological force in the insurance industry, constantly integrating – and inventing – digital solutions to make agents' lives easier. In this Q&A, Levinson discusses his latest innovation: a proprietary product called Lightning Issue Term™, which agents can literally sell in their sleep – online.

Q: What inspired you to create Lightning Term?
A: It's an exact solution to the changes that are going on in our industry; agents and consumers are getting more comfortable using the internet. So I created a product that an agent can park on their website and social media and even email blast, and the consumer can just click on the link, run a quote, answer three health questions and get approved instantly. The policy gets mailed in 48 hours. The agent does literally nothing.

Q: Are consumers comfortable buying insurance online?
A: Today, many prefer to buy online. Twenty years ago, the normal way to buy a policy was having an agent show up at your house on a Tuesday at 8 p.m. Many people today don't want that hassle, because they're too busy or they don't trust a stranger in their house.

Q: What about agents who prefer to sell face-to-face?
A: Lightning Term doesn't mean a total change in how you sell. It's an add-on. You can just add it to your website, and I don't care what type of agent you are these days, you need to have an online presence.

Q: What other benefits does the agent experience by selling Lightning Term?
A: Because it's a smaller face amount, the smaller policies will sell themselves online while you focus your attention on the larger ones. Also, it works as a lead generator; when someone runs a quote, and they want something more than the $100,000.00 max face amount, they'll pick up the phone and call you. And it also just improves your overall branding and your online presence.

Q: Tell me more about the product itself.
A: It's a 10-, 20-, and 30-year term, and there's one rate regardless of smoker or nonsmoker or male or female. Plus, it comes with a free college scholarship for all policyowners.

Q: How have you seen this product impact agents?
A: The older generation is getting more comfortable with online marketing, using this as an easy introduction. Younger agents are excited to finally have something like this. Plus, P&C and health agents and agencies, who have never sold life insurance before, say it's an easy way to expand their business.

Q: What's next?
A: We've seen so much success in a very short time with Lightning Term, and we want to do the same with another big market in life right now, which is final expense. So we're in the process of launching the first ever, zero-agent-involvement final expense product, including a free college scholarship and lead program.

Start selling in *your* sleep – it's easy! Get your free link, and download Levinson's white paper, "Using Social Networking to Increase Sales" at **www.LightningTermLife.com.**

Levinson & Associates est. 1972

1-800-375-2279

⚡ LIGHTNING ISSUE TERM™

Embarrassing Client Encounter Inspires Industry's Most User-Friendly Form Software

It was tax season, a time when integrating insurance and mutual fund sales into his accounting appointments was nearly impossible, but Ed Beggs was in all three businesses at once, so he had to find a way. The day he went to tear a triplicate form off its pad and in his hurrying, tore the sheets, his solution was to run to the photocopier and make multiple copies of his client's insurance application.

The lady he was serving, a long-time client, shamed him. She told Beggs she loved him like a son, but this was no way to do business. It just wasn't professional.

At that moment, the overextended financial advisor made it his personal mission to invent a better way. He did – and it's called Laser App.

When invented in 1995, Laser App's first users were Beggs and his peers at his broker/dealer. Then, as Robert Powell, Laser App's Vice President of Sales and Marketing puts it, "We've chased our customers. When I first started with Laser App in 2002, the broker/dealer space was taking off. A few years later it was the insurance space, and now the advisory space. We've chased our customers with what products we

> *"The end user is who we really view as our customer. If we make him or her happy, then we can make everybody else happy."*

add or what forms we add to our ever-growing library."

But Powell goes on to explain that it's not these customers that they ultimately look to serve. "The customer isn't necessarily the one who's paying you." What it really comes down to is Laser App continues to focus on the user who inspired it: the advisor – to eliminate inconveniences like Beggs' and to make life easier. "The end user is who we really view as our customer. If we make him or her happy, then we can make everybody else happy."

That's why Laser App has an unprecedented adoption rate by both consumers and advisors.

The key to Laser App's ease of use is that while it exists to save time and make for an easier process, it doesn't aim to replace paperwork altogether. Laser App exists in a "sweet spot" of balance, prepopulating digital forms with product data, known client information, customized BGA information and more, that gets the form about halfway done and leaves the rest for the advisor and client to finish together. This "hybrid" process takes a fraction of the time that either fully-digital or fully-manual input would take, and so by design, it's extremely user-friendly for an independent advisor.

Laser App works well in the independent space also because it only does what it does best – forms. With nearly 100 integration partners, Laser App integrates easily with whatever CRM a BGA or IMO uses. This is just another factor that contributes to Laser App's extraordinary adoption rate.

Get started with Laser App today! Special offers for *InsuranceNewsNet Magazine* readers include:

- BGAs, get a 60-day license of Laser App Anywhere – it's essentially a **fully functional free trial for 2 months!** Includes full use for up to 5 agents.

- Carriers, we'll **waive the smart tool fee** for your forms programming – a $999 value!

Find out how to try Laser App and redeem these special offers at **www.TryLaserApp.com**.


Did you know?

- More than **7 million insurance and annuity forms** were processed through Laser App in 2013.

- Over 32,000 applications are available.

- Most carriers pay far less to add their forms to Laser App's library than to any other system.

- Laser App has discovered that their users don't like manuals, so they have a **library of "help videos"** on their integrations and host daily webinars.

- Laser App sits on PCI compliant server architecture and is professionally hosted and geographically diversified in underground bunkers in two different cities.

- The system is **FREE** for any carrier, IMO or BGA to try out.

## Latest Technology, Fastest & Easiest Process

Laser App continues to adapt to the latest technology, from its original version, to creating an interactive PDF version, to the modern version designed to be tablet- and mobile-friendly.
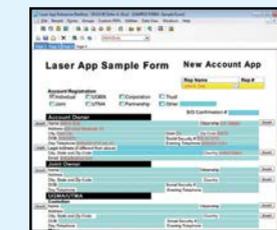
1995: The original software had a straightforward approach to entering data.
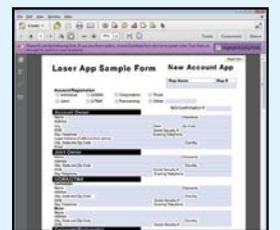
2008: The best technology of this time was the PDF, so Laser App redesigned with a PDF-based solution.
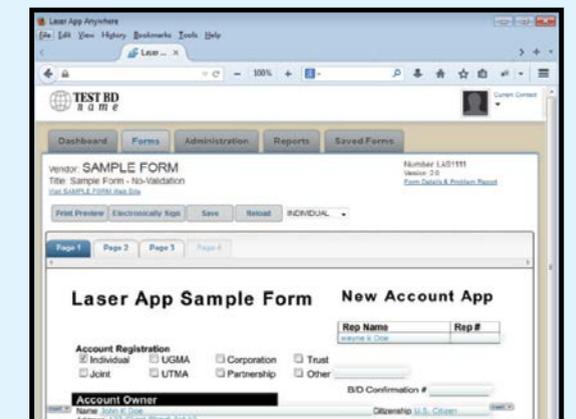
Now: To fit the tablet age, Laser App now utilizes HTML5. As always, Laser App designs the interface to look just like a paper application so that it's familiar to all users.

Try Laser App's latest version at **www.TryLaserApp.com.**

By not allowing incomplete fields and using other prompts, **Laser App virtually eliminates NIGO (Not In Good Order).** Use the calculation formula below to see what Laser App could be worth to your business; then visit **www.TryLaserApp.com** to end expensive NIGO losses.

Calculating Monthly NIGO Cost

$$ T \times N\% \times C = \text{Monthly Cost} $$

100   60% $20.00 $1,200.00

T= # of Transactions per month   N%= NIGO rate   C= NIGO Cost per delayed/rejected transaction

LASER APP SOFTWARE