

121

A Sales and Distribution Management System

Every insurer claims they want to be

“easy to do business with.”

Why just claim to be, when **the 121 System** lets you provide every possible convenience to your producers and customers?

121 is a highly flexible, user-friendly and comprehensive solution that supports all life insurance distribution channels such as career agents, brokers/independent agents, financial services professionals, and non-traditional channels such as banks, retail partners, etc. Via producer and customer portals it provides support for an incredible array of distribution processes, including:

- Prospecting
- Appointment/calendar management
- Needs analysis
- Quick quote
- Illustrations
- Applications (paper or electronic)
- Production tracking and reporting (including referrals)
- Customer self-service (including policy inquiry, fund balancing, address change request, and much more)
- Producer performance metrics
- Single view of the customer (for the carrier, producer, and customer)
- Self-built and managed, compliance-friendly producer homepages with customer self-service capabilities (using agent-friendly wizards)
- Automated status alerts for missing/outstanding requirements, pending application status, pending policy lapse, life events, etc. (via email, text message, etc.)
- “Orphaned” policy and prospect management

The most impressive feature of the 121 System is its ability to capture customer information one time and leverage that data throughout the sales process, from the initial meeting or phone call all the way through to policy issuance. Information gathered at each step of the process, from the first contact with the customer forward, is transferred first to a needs analysis, then to a quote, an illustration, the electronic application and finally to the policy itself. The goal of a paperless end-to-end process is finally within reach.

EAB Systems Limited

Address : 2101 Exchange Tower, Kowloon Bay, Hong Kong SAR

Tel: +852-2576 6000 **Email:** sales@eabsystems.com



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In addition to delivering a customer self-service portal out-of-the-box, 121 provides a comprehensive agent portal with a broad set of tools for self-service, customer service, and much more.

Available Distribution Channel-Specific Producer Portal Features

Personalized Home Page

- Home office/Distribution channel news
- Calendaring/Appointment view
- Sales contest/Incentive program results
- Discussion forum
- Online enrollment (for training/exams)
- Status summary (pending and inforce highlights)

Production Tracking (Agent/Agency/MGA/BGA/etc.)

- Hierarchy structure management
- Pending business summary
- Productivity analysis
- Individual or team production tracking
- Production inquiry*
- Lapse inquiry

System Administration

- System setup
- User maintenance
- Forms download library
- Personal homepage builder template management
- Calendar system maintenance
- News updates
- Add/update/delete training classes and exams
- Audit logs
- User roles and security

Sales Workbench

- Appointment calendar
- Address book (for customer data management)
- Needs analysis tool for needs based selling*
- Quick quote*
- Illustrations*
- Electronic application*
- Application submission
- Status Enquiry on Submission & Underwriting
- Policy Enquiry
- Forms & software download
- Personal homepage builder

*Also available offline with synchronization capability

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The provided customer portal gives customers the information they need, avoiding unnecessary calls to the service center. Better still, this information can be provided via an agents carrier-branded personal homepage as created by the homepage builder. Producers can also add customer self-service capabilities to their existing Websites. Customers can view policy information, policy loans, policy and fund values, billing information, cash value, beneficiary information, agent information, and more. Customers can also initiate a change of address request.

Integrated Full-lifecycle Advice -

121 provides comprehensive advisory functionality that drives the full-lifecycle of integrated advisory processes spanning sales prospecting, investor profiling, financial planning, asset allocation, investment selection and portfolio construction, portfolio monitoring and analysis, portfolio rebalancing, client review and reporting.

Guided Selling - 121 provides a guided selling and workflow framework that includes pre-built processes that can be configured to meet individual channel needs. Features include lead assignment and routing, process monitoring and the ability to view detailed task history.

Compliance - 121 enables firms to implement compliance implicitly through business rules, process definitions and output templates or explicitly through conditional review and approval tasks within sales processes. Not only can firms ensure that they meet changing regulations in a flexible manner but also ensure consistent adherence to firm-defined policies, guidelines and procedures.

On-line & Offline – 121 offers a wide range of platforms from Internet-connected desktop PCs to PDAs and disconnected laptops. Whether financial advisors are online or on the road, they can always access 121 to perform critical business tasks, with the simplicity of automatic synchronization every time they reconnect. Even offline 121 provides the same familiar, easy-to-use browser interface that is provided for online users.

A Modular Solution – Insurers can choose to implement 121 as a part of the EAB Integrated Insurance System, as a separate but complete enterprise front-office solution with their existing policy administration system(s), or they can choose to license individual modules or components to meet specific needs, giving them the flexibility to build an enterprise solution incrementally by implementing specific 121 modules, one at a time. Available modules include iQuote (quick quote and illustrations), iApps (electronic applications), iNeeds (needs analysis and reporting), and iComp (compensation system).

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