

Streamline your application process.

LexisNexis® Life Data Prefill provides essential data at the point of contact—instantly.

As an interactive single-inquiry solution, LexisNexis® Life Data Prefill streamlines the insurance application process at the point of contact, reducing the time and cost of capturing the data necessary to properly evaluate your applications.

Completing life insurance applications can be time-consuming, but LexisNexis® Risk Solutions can help simplify the process. With only a name, address and date of birth, we can find and append other important data needed in the application—reducing the number of questions that have to be asked, saving time and money, and enhancing the customer experience.

Save time and money

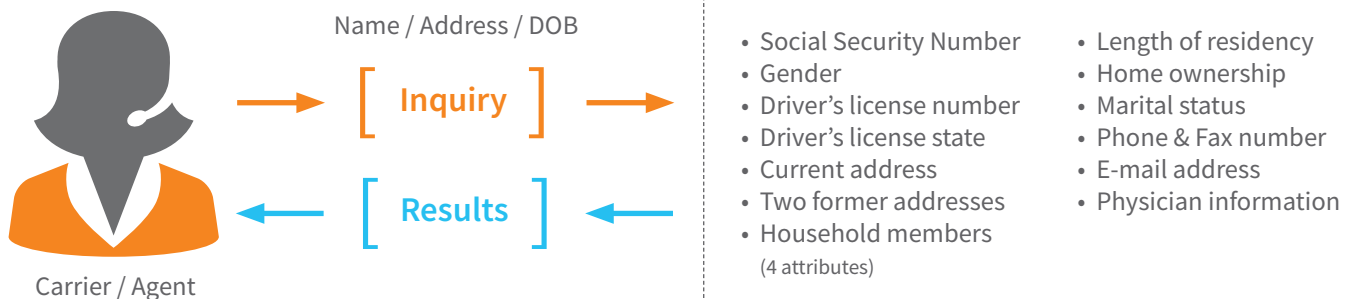
Life Data Prefill provides the reliable identifying information that is essential to properly evaluate the risk presented by a proposed insured. With more accurate identification data, underwriters can evaluate risk more efficiently. By leveraging this information, carriers can speed up the application process, reduce errors and eliminate redundant data entry and follow-up calls.

Enhance the customer experience

Life Data Prefill can create a more positive experience for those who are engaged in completing a life insurance application. Prospective customers need only provide limited information to initiate the application process, while agents and carriers can focus on ensuring customer satisfaction up the underwriting process and reduce risk with a clearer picture of the proposed insured.

One inquiry leads to a wealth of data

Life Data Prefill offers an interactive, single-inquiry solution that delivers comprehensive data on the proposed insured and potential beneficiaries associated with the insured at the initial point of contact.



Underwriting is a key part of a carrier's acquisition process. It influences customer satisfaction and affects operating costs—not to mention product competitiveness. Carriers can leverage Life Data Prefill to optimize the new business and underwriting process.

Develop more accurate assessments and reduce NIGO rates

- Minimize errors by drawing from our extensive data sources to verify, rather than collect, data.
- Life Data Prefill can help reduce Not in Good Order rates by prefilling SSN and driver license numbers, which are prime opportunities for mis-keys.

Make it easy for consumers to do business with you

- Maximize the ease of doing business from the first interaction with a prospective customer, creating a positive experience for improved customer satisfaction.

Make the most of your data

- Use returned data elements to assist in the further stages of the underwriting process to ensure more accurate inquiry data and higher hit rates, the first time.

Gain essential insight in real time

- Access the information you need via a system-to-system XML approach.



Insurance

For more information, call 800.869.0751 or email insurance.sales@lexisnexisrisk.com or visit www.risk.lexisnexis.com

About LexisNexis Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta USA, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. For more information, please visit www.risk.lexisnexis.com.

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