



Streamline your application process.

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 submissions.

With Name, Address and Date of Birth, we can find and append other important data needed in the application.

Completing life insurance applications can be time-consuming. Life Data Prefill simplifies the process by streamlining the number of questions that have to be asked on an application. With Name, Address and Date of Birth, we can find and append other important data needed in the application.

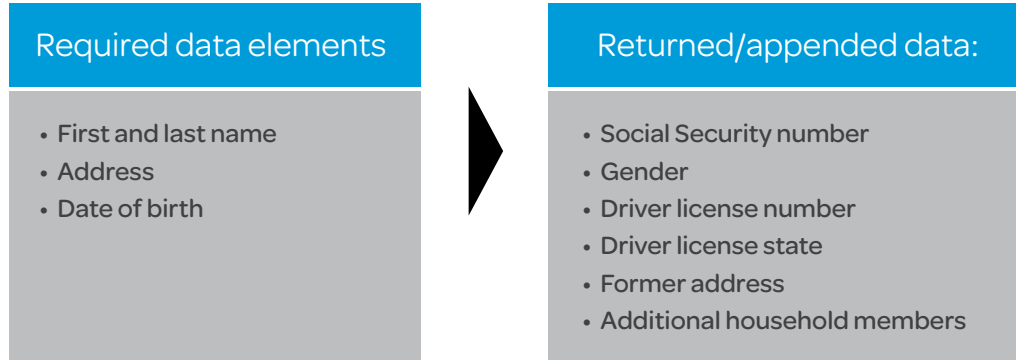
Save time and money

Life Data Prefill provides the reliable information that is essential to properly evaluate the risk presented by a proposed insured. Ensuring accurate, identifiable information on the applicant enables a more efficient evaluation. By leveraging this information, carriers can speed up the application process and eliminate redundant data entry and follow-up calls.

Better customer experience

Life Data Prefill can create a more positive experience for prospects 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.

One inquiry leads to a wealth of data



Underwriting is a key part of a carrier's acquisition and retention strategy. It influences customer satisfaction and acquisition costs, and is critical to competitive pricing policies and risk assessment. Carriers can leverage Life Data Prefill to optimize the application 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 acquisition and satisfaction.
- **Data solutions.** Use returned data elements in further stages of the underwriting process.
- **Delivery options.** We deliver this solution using a system-to-system XML approach.

For more information:

Call 877.719.8805 or email
life.solutions@lexisnexis.com

About LexisNexis Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our insurance solutions assist insurers with automating and improving the performance of critical workflow processes to reduce expenses, improve service and position customers for growth.

