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

Completing life insurance applications can be time-consuming, but LexisNexis Life Data Prefill can help simplify the process. With a name, address and date of birth, we can find, append and help prefill other important application data in near real-time — reducing the number of questions that have to be asked, minimizing possible mis-keys with more precise data, and enhancing the customer experience with a quicker overall process.

Data accuracy saves time and money
Life Data Prefill provides the reliable identifying information that is essential to help properly evaluate the risk presented by a proposed insured. More accurate identification data can help underwriters 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. Speed up the onboarding 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.
LexisNexis® Life Data Prefill helps enable carriers to optimize and digitize the new policy acquisition process by pulling forward pertinent information to streamline the onboarding journey.

**Develop more accurate assessments and reduce NIGO rates**
- Helps to minimize errors by drawing from our extensive data sources to verify, rather than collecting data.
- Life Data Prefill can help reduce Not in Good Order rates by prefilling information that is often mis-keyed, such as email addresses.

**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.

**Reduce unnecessary customer follow-up**
Use returned data elements to assist in completing the application accurately the first time, reducing the need for additional customer touchpoints.

**Gain essential insight in near real-time**
Access the information you need via a system-to-system XML approach.

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