



# easywrite

## AMP Personal Wealth Protection

6 February 2008

### **easywrite – new short form functionality**

To make it even easier to write insurance, we have introduced new short form functionality to *easywrite*, our automated underwriting service, for lump sum applications - for all sums insured.

#### **About the *easywrite* enhancements**

*easywrite* is now more tailored to clients' needs when applying for lump sum insurance by only asking the questions that are relevant to their profile and the type of insurance they're applying for.

The new **short form functionality** means *easywrite* will continue to offer planners and their clients a quick turnaround particularly when applying for lump sum insurance no matter what type of disclosures clients may have.

#### **Short form functionality being introduced to *easywrite***

The number of questions asked for lump sum applications has been significantly reduced by further tailoring to the client's insurance needs. Where short form paper applications normally have sum insured limits, we have been able to introduce this functionality for all sums insured due to *easywrite*'s ability to drill down and ask more questions when and if required.

Customers now applying for death cover will be asked a minimum of 10 medical questions and only 12 when TPD and Trauma are added, where previously they were being asked 41.

This is a huge benefit for many of our customers who have minimal or no medical disclosures, allowing them to complete the Personal Statement in as little as 10 minutes.

#### **Why have you introduced short form functionality to *easywrite* only?**

There are many benefits with automated underwriting, which means continuing to develop

- Many cases accepted immediately – quicker turnaround for the rest
- Choice and flexibility for clients with 2 ways to use *easywrite*. *easywrite* tele and *easywrite* office.
- Higher up-front commission – 130% (including GST).

#### **How's *easywrite* tracking**

*easywrite* tele was launched in January 2007 to all planners with the full *easywrite* solution, including *easywrite* office where planners use the automated underwriting service online in their office with the client, being launched in August 2007. Around 50% of all of risk applications are now being submitted through *easywrite*.