

## THE CHALLENGE

As a leading financial services provider in New Zealand, Sovereign saw an opportunity to expand by offering direct-to-consumer and retail products through their new insurance portal, MyLife. Successfully tapping into the broader middle-market and larger face amounts, however, meant ensuring MyLife's application and approval process was simple and fast, utilizing technology to eliminate manual processing and speeding up approvals via straight through processing (STP). With the target market established and the sales channels identified; it was time to bring in additional expertise in automated underwriting.

## THE SOLUTION

To improve STP and make things easier for consumers, Sovereign chose RGA's AURA to support its MyLife portal. AURA had the flexibility to offer customized rules design and the ability to gather quality underwriting data using a very limited number of questions thanks to a highly efficient rules engine.

The AURA business analysis process also identified several areas where MyLife could be enhanced to support the business more effectively. The AURA team worked collaboratively with Sovereign to develop the customized underwriting rule sets that achieved Sovereign's business and usability objectives. AURA is now proving itself as a valued addition in improving STP at Sovereign, and MyLife is so successful that Sovereign has rolled it out to additional channels. The results are a successful project and product, by almost any measurement, with very positive customer feedback.

“The relationship with RGA has developed very well. They were very responsive to our needs and were able to point out better ways of achieving a solution to a problem, particularly through the rules customization project. All of the required programming changes were completed very quickly.”

Senior Manager, Sovereign

“The combination of user-based design, coupled with an efficient rules philosophy has been commented on by a number of industry players,” said Sovereign. “We at Sovereign believe we have achieved the best on-line product of its type in the world.”

Senior Manager, Sovereign

