

Don't let your hard earned money blow away...

We could help you save up to 30% of lapsed policies by using our industry leading retention tools and applications.

▶ SELL IT ▶ KEEP IT ▶ SAVE IT

Let us help you with point of sale efficiency, and supply you with free, unique and proven services that can save you time, money and customers.

www.legalandgeneral-retention.com



SELL IT**Sales process support**

Our wide experience and analysis of the market has helped us to understand the issues experienced by advisers at the point of sale. This has allowed us to develop some best practice ideas which are proven to deliver results for you.

MUTAL

If you need support to manage your cases and underwriting during the sales process we have invested in dedicated underwriting support (MUTAL) that is available online and by phone.

MUTAL is committed to giving you excellent underwriting technical support before you submit applications.

MUTAL Support line: **0370 33 33 699***
(open Monday to Friday 9am-5:30pm)

OLP Connect

Our new quote and apply online system (OLP Connect) gives you control of your sales process from end-to-end. You can view and work in real-time all the way to "on risk" seven days a week.

www.olpconnect.com

KEEP IT**Support tools**

We want to help you keep your business on the books. The last thing you want is to have done all the hard work with the sale to then lose your customer, especially before the first premium is paid.

Years of research and market experience has allowed us to develop successful retention analysis tools and customer relationship tips which we can bespoke to your needs.

Regular reviews, consistent communication, rewards and loyalty programmes all go a long way to improving your customers lifetime value to your business.

Our experienced protection sales force is there to support you at every step. To find out more and download our customer letters go to:
www.legalandgeneral-retention.com
Protection Sales Team: **0845 273 0010***
(open Monday to Friday 9am-5pm)

SAVE IT**Up to 30% of policies saved**

Despite all the good work you do getting your clients on the books, there are always some clients who will still lapse their policies through cancellation or error. When a policy lapses you not only lose commission you can also lose your relationship with your client.

Our innovative tool, The Early Warning System, notifies you at the earliest possible point of a clients missed direct debit payment.

Early Warning System

This system provides you with an early chance to save your client relationship and your commission.

- Email alerts up to 3 times a week and within 72 hours of policies in danger of lapsing
- 4 week's data always on view
- Secure on-line access
- Download reports into Excel or database
- Links in with our fast-track reinstatement service

To register go online to:

www.legalandgeneral-retention.com

Success story: £1.7m saved in 2008

Adviser's company X set up a retention unit in 2006 with our Early Warning System. This unit has 4 skilled staff who are rewarded for performance. With support from Legal & General, processes have been fine-tuned and results are improving year on year. Have a look at the savings:

- 2007: £865k saved
- 2008: £1.7m saved
- 2009/Q1: £416k (67%) saved

Visit our website www.legalandgeneral-retention.com to find out how we can support you.

* Calls may be recorded and monitored

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