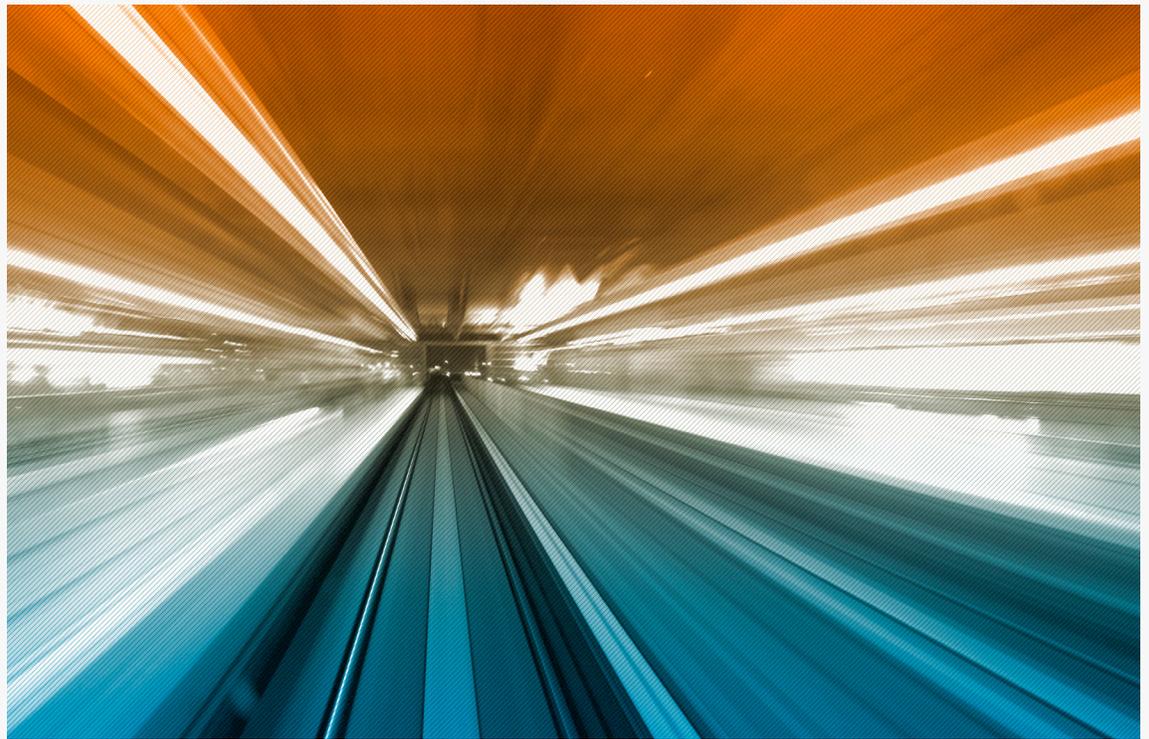




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*David Burghard,
President of CBLife*



COLORADO BANKERS LIFE

Rapid Digital Transformation to Support the Expectations of Millennial Distribution

IGO JUMPSTART PROGRAM STREAMLINES & ACCELERATES SALES AND PROCESSING

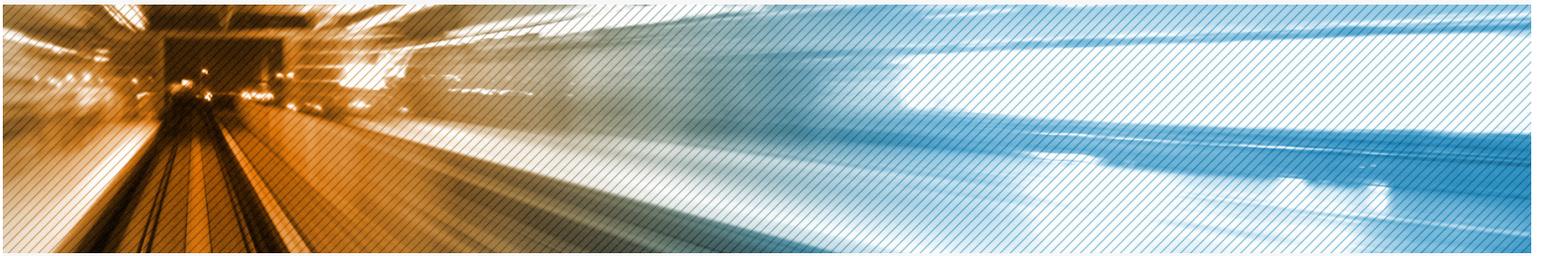
Business Challenge

CBLife provides voluntary, supplemental products including life, accident, critical illness, and annuities. It serves unions, individuals, public and private companies, municipalities, school districts and federal, state, postal and military personnel in 49 states, the District of Columbia and Puerto Rico. CBLife’s mission is to meet our customers wherever they are in life and to provide insurance products to help them prepare for a secure financial future. CBLife was seeking a low-cost, high-velocity implementation of an e-application solution to support the technology expectations of millennial agents and gain speed-to-market advantages. The solution would have to be delivered within 60-90 days to fulfill their business objectives.

Solution and Benefits

After exploring iPipeline’s new iGO JumpStart program, its many benefits, and the rapid delivery schedule, CBLife selected iPipeline. iGO is an intelligent, wizard-based solution used for the processing of life insurance applications to streamline new business activities. Its inherent flexibility and options were well positioned to support growing millennial expectations for digital technology in buying and selling activities.

Under the iGO JumpStart program, a single term life or final expense product can be selected for accelerated deployment within 60-90 days at a highly competitive price. Standard features include wizard screens, basic rules, doctor and Rx lookup, address



37%

Reduction in unit cost, from \$299 to \$187 per application received.

48%

Reduction in unit cost, from \$446 to \$233 per policy issued.

16%

Not in Good Order (NIGO) rate for term life. Reduced from 70%.

19%

NIGO rate for whole life. Reduced from 70%.

40%

Average reduction in cycle time for new business term life. Down to 30 days from 50 days.

50%

Average reduction in cycle time for new business whole life. Down to 24 days from 49 days.

Solution and Benefits Continued...

verification, e-signature, print and wet sign, email validation, PDF submit, SSO, Admin tools, standard reports, and responsive design. The deployed solution can be enhanced at any time to add additional functionality.

With deployment being completed in just over 60 days, CBLife launched a term life product with critical illness rider. "To provide CBLife with an accelerated deployment schedule at affordable pricing and with minimal disruption to them, we altered our traditional implementation approach. We simply collected the necessary artifacts such as product guide, application and high-level requirements, and built the Timber Ridge product based on the best practices from our vast experience implementing over 1,100 Products on the iGO platform," said Tim Wallace, CEO, iPipeline. "This level of flexibility can accommodate the needs of carriers across the entire spectrum. Some will require more in their e-App, some less. The goal is to enable all tiers of carriers with what they specifically need to maintain market momentum in a world that is increasingly digital. Millennials have high technology expectations, and iGO is a key component in the overall tool set for agents and distributors."

The key to CBLife's successful and rapid deployment resides in a simplistic approach to deployment.

"JumpStart was the right program for CBLife because it delivers rapid deployment of e-delivery product capabilities without sacrificing a robust user interface," said David Burghard, President of CBLife. "We kept it 'in the box' with regard to bells and whistles, allowing us to rapidly move through deployment. The iPipeline team took our product guides and forms and built a solution to meet our distribution partners' needs. The result is a win for CBLife's policyholders, distributors and associates, and a win for iPipeline."

Based on iPipeline commissioned research with Celent, iGO e-App delivers significant speed-to-market and cost-cutting advantage.

The unit costs to handle new business dropped from \$299 to \$187 per application received, representing a 37% reduction in unit cost and from \$446 to \$233 per policy issued (from an application start point), representing a 48% reduction in unit cost. The percentage of Not in Good Order (NIGO) rates dropped from 70% to 16% for term life and 70% to 19% for whole life. Lastly, the average new business cycle time was reduced from 50 days to 30 days for term life, representing a 40% reduction in cycle time and from 49 days to 24 days for whole life, representing a 50% reduction in cycle time.