

AppAssist and eDelivery make the buying and selling process easier.



## 10 MINUTES AND DONE WITH APPASSIST™ AND eDELIVERY.

### START WITH APPASSIST

For over a decade, Legal & General America's tele-application program, AppAssist, has improved and streamlined the life application process for advisors and customers. Advisors drop a simple ticket, and AppAssist takes over the administrative burden of application fulfillment and case management, allowing more time for marketing, finding new clients and matching needs with the right coverage.

#### AppAssist is a win-win for advisors and customers:

- **Great service** – customers can ask questions during the quick 45-minute application interview performed by LGA's in-house professional staff.
- **Convenience** – the interview is scheduled at the customer's convenience and a brief medical exam can be scheduled at the end of the call.
- **Speed** – the interview is typically completed within 48 hours of ticket receipt and voice signature speeds up the cycle time by three weeks.
- 98% of AppAssist completed interviews become formal applications.
- 70% of AppAssist cases are placed.

### FINISH WITH eDELIVERY

LGA's flexible eDelivery solution to deliver life insurance policies to customers electronically. LGA partners with DocuSign, the global leader in eSignature, and PayPal to process online payments, creating an award-winning eDelivery platform.

#### eDelivery solution saves time and money:

- **It's fast** – eDelivery reduces cycle time by more than 14 days.
- 22% of eDelivered policies are completed within 1 day of receipt.
- **It's easy** – No new technology to learn. Applicants opt in through voice signature or, with paper apps, by signing the eDelivery Authorization form.
- Applicants can pay first premiums online via PayPal, credit card or bank draft.
- **It's complete** – LGA collects all documents necessary to place the case (including payment) in good order.
- 90% of eligible AppAssist customers opt in to use eDelivery.
- 33% of all LGA policies are eDelivered.
- Clients can download and save their signed policies.

When AppAssist is coupled with eDelivery, clients electronically receive and sign their insurance policy, allowing a seamless and easy process from start to finish.

Have a question? Click [here](#) for help from a member of our sales staff.

EVERY DAY MATTERS®  
BANNER. WILLIAM PENN.

### Key Tips for Clients:

AppAssist interviews can be scheduled 9am - 10:30pm EST and take about 45 minutes. Clients should have ready:

- driver's license number
- names, addresses and phone numbers of doctors, hospitals or clinics visited in the past 10 years
- reasons for and dates of treatment
- names of prescribed medications
- other life insurance policies including company names and coverage amounts
- financial info. including income, assets, liabilities and net worth

If clients use voice signature to submit the app by phone:

- they'll need to provide the call center with a social security number and an email address.

The brief medical exam includes:

- height, weight, blood pressure & pulse
- collection of blood and urine
- in some cases, an EKG and a medical history report

Exam results are best if the client:

- sleeps well and avoids strenuous exercise the night before the exam
- does not eat solid foods or drink alcoholic beverages eight hours prior to the exam
- avoids tobacco or caffeine products and drinks a glass of water at least one hour prior to the exam

Legal & General America life insurance products are underwritten and issued by Banner Life Insurance Company, Urbana, MD and William Penn Life Insurance Company of New York, Valley Stream, NY. Banner products are distributed in 49 states and in DC. William Penn products are available exclusively in New York; Banner does not solicit business there. For broker use only. Not for public distribution. LAA2103 16-024 (01.05.2016)



# LGA EXPRESS TICKET: PROGRAM REGISTRATION FORM.

Agency Name as Contracted:

Banner Code(s):

William Penn Code(s):

Contact Name:

Phone Number:

Fax Number:

Email:

Business Address:

Website URL:

## AppAssist

*A unique AppAssist e-Link URL allows your agency and advisors to submit AppAssist business in ten minutes or less. It provides a direct connection from your website to LGA.*

Send us a URL for our agency's AppAssist business:    Yes    Have one

## eDelivery

Turn on eDelivery for:    All of our agency's business  
   Only our AppAssist/Dropticket business    Only our traditional business

*Your agency has eDelivery options:*

*Nonstop - policy emailed directly to client and agency at time of issue*  
*Layover - BGA has 4 days to review before policy is emailed to client*

Our agency eDelivery preference is:

Nonstop for all business

Nonstop only for business issued as applied for; Layover if not

Layover for all business

*A valid, working email address will become your agency's user name. This should be the email address you want to use to log into DocuSign and the email address for eDelivery correspondence.*

Email address for primary user:

## Get More Upsell Program

*The Get More Upsell Program offers, prior to issue, increased coverage to proposed insureds who have been identified by the underwriter as eligible for larger face amounts. Correspondence takes place through the agency. Restrictions apply.*

Enable Get More for our agency:    Yes    Already enabled

**Please note: The sign-up requests made on this form must reflect the approval of the BGA and authorized by a person in the agency.**

Visit our  
microsites:



LGAMERICA.COM/  
MICROSITES

### APPASSIST

Our agency-applauded program designed to easily facilitate the sale of our value-priced life insurance for America's families. It's a ten-minute process and full commission is paid!

### eDELIVERY

Legal & General America has created a flexible eDelivery solution that will save your agency time and money. We've partnered with DocuSign, the global leader in eSignature, to bring you eDelivery for your Banner and William Penn policies.

### GET MORE

Legal & General America is offering increased coverage to proposed insureds who have been identified by the underwriter as eligible for the larger face amounts.

Legal & General America life insurance products are underwritten and issued by Banner Life Insurance Company, Urbana, MD and William Penn Life Insurance Company of New York, Valley Stream, NY. Banner products are distributed in 49 states and in DC. William Penn products are available exclusively in New York; Banner does not solicit business there. For broker use only. Not for public distribution. LAA2105 16-027

Send this  
form to:



marketing@  
LGAmerica.com