

### **F&TRC announces protection e-Excellence ratings**

Leading independent financial services specialist research consultants F&TRC has announced the findings of this year's survey of protection provider e-commerce systems. The 2011 study identifies individual benchmarking across 48 different areas of providers propositions.

A total of eleven online protection systems participated in the survey, which examines capability in areas such as new business submission, functionality, pipeline tracking, integration, policy servicing and other online tools. The results will provide advisers with an unprecedented level of measurement of the services offered by the participating suppliers.

***Ian McKenna, Managing Director of F&TRC said:*** ““For the first time in the history of our e-Excellence research, two companies have tied for the top spot. Ageas Protect and Legal & General both have clear blue water between themselves and the rest of the market. This is a tremendous achievement by each organisation and across the entire study their performance was simply too close to separate hence our unprecedented award of a joint first place overall.”

Each provider was measured against the same objective scoring model for each specific area on the basis that they either have the functionality in question – or they do not. There are no subjective or opinion based elements to the scoring process.

***IFA Roy McLoughlin of Master Adviser commented:*** “An IFA’s day is increasingly taken up by administration and any systems which allow business to be transacted smoothly and quickly will always be appreciated. There is little more frustrating than insurance companies telling advisers their systems cut down on processing only to find the opposite. So in addition to the main product features any benchmarking system which further assists intermediaries in their choice making process can be extremely useful as using the right technology can help IFAs immensely.”

***Ian McKenna added:*** “In creating our 2011 survey we have significantly increased the benchmarks and several providers have failed to maintain their position in the leading group. It is noticeable that the market has segmented. Our new star ratings assessment is designed to give advisers more detailed insight into how providers have allocated their resources and the strengths and weaknesses of different propositions. Complementing our overall e ratings which assess the breadth of provider’s proposition, the star ratings can now give credit where providers have chosen to focus on particular segments of the market.”

**Ian Jefferies, Head of Marketing of Ageas Protect commented:** "From day one we have focused on harnessing cutting edge technology to make advisers' and customers' lives easier. Writing protection business the Ageas way means more customers get the protection they need immediately and that advisers don't endure the frustration of losing sales due to customers dropping out during the underwriting process. We're delighted to have been awarded eee status for the third year running and look forward to raising the bar yet further over the next 12 months."

**Nick Frankland, Sales and Marketing Director, Individual Protection for Legal & General said:** "I am delighted that we have achieved joint first in the F&TRC e-excellence ratings. We are continually working to improve our OLP Connect technology to make it faster and easier for customers to obtain the cover they need. Our new simplified application process allows more underwriting decisions to be made straight away which means policies go on risk much sooner. This is vital for both customers and advisers who will now experience a much shorter and smoother journey."

For more information visit [www.ftrc.co.uk/e\\_excellence/IPSR.htm](http://www.ftrc.co.uk/e_excellence/IPSR.htm)

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Notes to Editors

The eleven companies measured in the survey were: Ageas Protect, Legal & General, Friends Provident\*, PruProtect, Axa\*, Bright Grey, Aegon, Bupa\*, Aviva, Zurich and Scottish Provident.  
\* Now part of the Friends Life group

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**About F&TRC**

Established in 1995, the Finance & Technology Research Centre (F&TRC) is a specialist consultancy advising a wide range of financial e-commerce and software companies, trade bodies and financial institutions on the use of technology in the personal finance market.

<b>2011 e-Excellence Studies</b>	
Group Personal Pensions	Published 10 March
Individual Protection	Published 14 April
Growing Pensions	Published 12 May
Group Risk & Group PMI	Published 1 July
Financial Planning Tools	Published 8 September
Wrap & Platforms	Published 8 September
Pensions at Retirement	Published 13 October
Employee Benefits & Workplace Wrap	Published 1 November
Investment Bonds	Published 7 December