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## **Media Release**

# **Macquarie Life launches tele-interviewing service to streamline insurance process for advisers**



**21 October 2010** – Macquarie Life has launched a tele-interviewing service, Macquarie LifeConnect, to make the insurance application process for financial advisers and insurance brokers more efficient.

Using a team of skilled tele-interviewers, including qualified nurses, Macquarie LifeConnect helps increase practice efficiency, reducing the time advisers need to spend on data entry and administration.

Head of Macquarie Life, Justin Delaney, said advisers are coming under increasing pressure to work more efficiently, especially when it comes to completing insurance applications, which have a reputation for being a long and administration heavy process.

“Through the introduction of Macquarie LifeConnect, we are helping advisers streamline the insurance application service, by reducing the time spent on administration and client follow up, and increasing the amount of time advisers can spend doing what they do best, which is advising their clients,” Mr Delaney said.

“Tele-interviewing allows advisers to be kept up-to-date with the progress of their clients’ applications online, integrating the information into the Macquarie Life Online adviser dashboard.

“The feedback we are receiving from advisers is that they are always looking for processes which enable them to work more efficiently and provide more transparent services to their clients. We believe that Macquarie LifeConnect successfully meets these needs.”

Macquarie LifeConnect offers advisers the choice of whether to use the tele-interviewers or complete their client's personal statement online. The online underwriting capability has more detailed and interactive questioning for some of the medical disclosures than was previously available, allowing the tele-interviewers to tailor the interview to individual client circumstances, and therefore maximises the effectiveness of each call.

It is not just advisers, but also the clients, who benefit from the tele-interviewing process, according to Macquarie Life's Head of Underwriting and Claims, Dr Sally Phillips. Macquarie LifeConnect's team of tele-interviewers includes qualified nurses to help improve the client experience.

"For many clients, a one-on-one discussion with a tele-interviewer may be a more comfortable environment in which to disclose personal information and this can reduce the risk of client non-disclosure," Dr Phillips said.

"In addition, by gaining a more detailed personal history through the tele-interviewing process, it reduces concerns about incomplete personal statements and the need to conduct follow-up discretionary requirements, such as reports from treating doctors.

"Having the added advantage of utilising nurses on the Macquarie LifeConnect team increases the client's comfort level and lets people know they are speaking to professionals who really understand their medical history."

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*The Macquarie LifeConnect service is provided by Macquarie Life Limited (MLL) ABN 56 003 963 773 AFSL 237 497. MLL is not an authorised deposit taking institution for the purposes of the Banking Act (Cth) 1959 and MLL's obligations do not represent deposits or other liabilities of Macquarie Bank Limited (MBL). ABN 46 008 583 542. MBL does not guarantee or otherwise provide assurance in respect of the obligations of MLL.*