

BENESURE

THE CHALLENGE

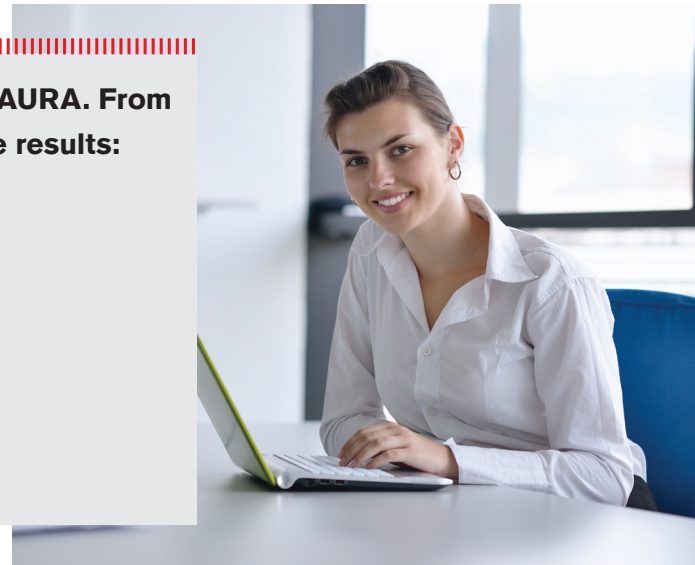
Benesure, a leading provider of creditor insurance to banks and mortgage brokers in Canada, took the company in a new direction, and in 2007 partnered with a major Canadian life insurer. After reviewing its internal processes, Benesure discovered that having a third party perform its underwriting function was creating a significant bottleneck. On average it was taking 20 to 35 days to process any application that required underwriting, with most of that lag time due to waiting for information from applicants or their doctors.

THE SOLUTION

After researching straight-through-processing solutions that could automate more of the application process, Benesure chose RGA's AURA. One of AURA's differentiators is its ability to automatically route the application to the right person at the right time, every time, and this was of prime importance to Benesure. Another reason Benesure selected AURA is its flexibility in rules development, an attribute that fit well with the company's plans for electronic underwriting. Today, Benesure has one of the most automated bancassurance platforms in Canada.

Benesure did not have to wait to realize value from AURA. From day one, AURA's performance produced measurable results:

- Third-party medical expenses dropped by 60%
- Improvement in Not Proceeded With (NPW) rates
- 70% of cases processed without an underwriter
- Dramatic efficiency gains on those cases requiring an underwriter
- Reduced underwriting turnaround time



“We are now tracking clients better and seeing improvements at every point in the process.”

Tina Bellavia, Vice President, Broker Product Management and Operations, Benesure

