

PruProtect first to launch new mobile technology

Innovative protection provider announces range of new service improvements to make life easier for intermediaries including mobile quote facility

Award winning protection provider PruProtect is pleased to announce a range of improvements to its intermediary service proposition, including:

New Mobile Zone: Making it easier for the broker to do business while on the move

- Quotes on the move via handheld devices – life and/or serious illness cover
- Email quotes to clients from your phone
- Pipeline tracking – Intermediaries can check pipeline reports and follow up actions straightaway to help get their clients cover in place sooner
- Developed with digital communications specialist Space01, PruProtect is the first provider in the UK to offer anything like this for intermediaries

Go Green: New improved digital communications

- Secure online correspondence between intermediaries and their clients.
- Reduces paperwork and saves time – everything in one place
- Advisers can select ‘post’ or ‘electronic’ communications
- More efficient, helps the environment and avoids postal strike problems

Online sales tools:

- New quick and easy way to quote for a range of options with no need to carry out multiple or repeat quotes
- New ‘up sell’ campaigns for intermediaries to contact existing clients who are already eligible to increase their cover*
- New business retention services so that intermediaries will be alerted within 24 hours of any missed premiums
- Plus, intermediaries can now book tele-interviews online for their clients using our partner Medical Direct

Justin Taurog, Director of Marketing and Distribution for PruProtect, said: “Providing great customer service is more important than ever. We understand that providing quotes on the move, keeping intermediaries informed at all times, and making all aspects of the process easier, has never been more essential in the difficult economic times.”

British Heart Foundation:

- To help support our new Health and Cancer Cover we are donating £10 per Heart and Cancer Cover policy sold from now until February next year

IFA Kris Banks, Senior Consultant at Dunedin Independent plc, said: “It’s great to see a major insurance firm taking positive steps into the future. The phone technology is brilliant and easy to use. This will no doubt lead the way in the protection market going forward.”

The new changes are being rolled out to the UK protection market across late October and early November.

-Ends-

Notes to Editors

* New up sell campaigns: Acquiring a new customer can cost up to seven times more than retaining an existing one so for a limited time only, PruProtect is introducing two new servicing up sell campaigns, giving intermediaries the perfect opportunity to review their clients’ protection needs and recommend additional cover. PruProtect will identify which clients are eligible for the campaigns and also provide marketing tools including pre-populated cover letters, personalised quotes and product brochures. Customers won’t need to go through any lengthy underwriting or paperwork – as long as the client declares to they are healthy cover can start immediately. Campaign 1 – adding Minimum Protected Account. Campaign 2 – adding Health Cover at policy anniversary. For further information visit www.pruprotect.co.uk/upsell.

The information contained in Prudential UK's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at www.pruprotect.co.uk.

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About PruProtect

Sales at PruProtect of APE £11 million were up 98 per cent on H1 2009. PruProtect now has circa 36,000 policies on its books.

In June 2010, PruProtect launched its new Health Cover and Health Cover Optimiser

products to the UK market, providing consumers with an innovative solution to meet their health and protection needs and intermediaries with the opportunity to grow their business by providing easier access to private medical insurance.

Instead of having to buy Serious Illness Cover and Health Cover separately, they can now be combined in one efficient package with one application form, one direct debit, and one number to call with a claim. The Health Cover Optimiser enables customers to create a comprehensive package of benefits in one cost efficient vehicle - saving up to 25 per cent compared with buying Health Cover separately from PruHealth.

Launched in September 2007, PruProtect is an extension of the existing joint venture between Prudential UK and Discovery, which began with PruHealth. Unique to the current UK protection market, the PruProtect suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover. PruProtect is based on the innovative Vitality programme and is designed to encourage customers to take control of their own health and wellbeing, which gives policyholders the potential to manage future premiums. By recognising people's efforts to look after themselves, PruProtect is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price.

About Discovery

Discovery, headed up by Adrian Gore, is a leading South African financial services company that specialises in healthcare cover, life assurance and lifestyle and wellbeing benefits. Prudential UK and Discovery launched PruHealth in 2004.

About Space01

Space 01 is an e-business and brand communication agency specialising in the financial services sector. The company was founded by a Financial Adviser and ex M&C Saatchi Creative Director in 2004. The Space 01 team includes a number of industry experts who give the business its unique insight into the working practices of providers, advisers and the motivations of end customers. We combine these insights with our e-business and marketing capabilities to help both B2B and B2C brands build more powerful relationships with their customers.