

New Business Now progress update

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New Business Now progress update

In mid-February we committed to reporting on three time service measures to provide clarity on current service and to help advisors manage expectations. This first report serves as our benchmark to demonstrate how we're progressing with New Business Now and is the first you'll see over the coming months.

We continue to process significant amounts of new insurance business. In the first two months of 2015, the total number of insurance policies decided for our three companies was over 16,000.

The three time measures you see here are overall averages for our Individual Insurance business across our three companies (Great West Life, London Life, Canada Life). It's important to note:

- Number of days is *business* days
- Timelines will vary by product (for example, life insurance vs. disability insurance) and by case size (for example, large cases can follow a variation of the process).

	1 Average number of business days from date paper application is received at head office to data entry complete	2 Average number of business days from data entry complete to underwriting decision for all application types	3 Average percentage of number of underwriting decision to complete
In month			7 days or less
January 2015	4 days	58 days	50%
February 2015	3 days	59 days	54%
? Web applications do not require data entry at head office ? Includes new applications only (not re-issued ones) ? Includes preparing applications for data entry			? All printed contracts are audited ? Correcting errors delays release of contracts to advisors and increases the timeline

Clearly, the average time it's currently taking to process insurance applications is not ideal and there's significant progress to be made with the backlog in underwriting.

- We've substantially increased our underwriting capacity. To date, underwriting staffing has increased by 25 per cent since the start of the year.
- We expect to see the number of underwriting decisions increase and timelines improve as additional staff are trained and working on the backlog.
- In February, we made updates to questions in the web applications to help increase the straight-through processing rate. Additional enhancements are planned for April.
- We're focusing on changes to workflow and processes, training and active management for New Business staff.

We continue to expect the majority of the backlog to be eliminated by mid-year. Our focus is to get your insurance business placed and return to meeting your service expectations.

Watch for the next update coming in April.