



Press Release

HDFC Life launches online Point of Sales system for faster policy issuance

It is a first amongst its kind of initiative in the life insurance industry that would change the way insurance is sold in the country

Mumbai, November 5, 2012: HDFC Life, one of India's leading life insurance companies, has announced the launch of online Point of Sales system for its distribution channels. The system branded as 'CLICK2BUY' will enhance customer insurance purchase experience and will also help to increase productivity of HDFC Life's distribution channels.

Speaking on the occasion, **Frederick D'Souza, Senior Vice President, HDFC Life** said, "CLICK2BUY is yet another innovation by us as part of our strategic initiative! It is a step towards encompassing the entire journey from 'need-based selling' to 'demat policies.' It is a sales tool with the objective of simplifying the insurance purchase process for customers, helping our sales team to submit a zero-defect proposal online via Internet. In true sense, it will help each of our sales staff to achieve 100% of the proposal 'First Time Right. CLICK2BUY is a big long-term step towards faster policy processing, improved customer purchase experience, and increased business productivity."

The system is driven by a state of art rule engine, which ensures that every question required for underwriting a proposal is asked up-front. On clicking the submit button, the underwriting decision or medical reports required to underwrite are communicated upfront to customers. The system sends an email to the customer with the copy of the proposal form immediately on submitting the proposal. In other words CLICK2BUY, enables the company's sales team to underwrite and communicate the decision or requirement up-front right at the Point of Sale.

This system is already proving to be a game changer and has won the recently concluded Asian BFSI Award 2012 in the 'Underwriting Initiative of the year' category.

CLICK2BUY – Features & Benefits

Features	Benefits
Complete empowerment of Sales	Real- time status Complete information of decision and requirements.
Unique customer experience	No more handwriting issues, incomplete questions, incomplete address Dynamic questions Auto check listing and standardized 100% scrutiny- nothing is missed out. Complete clarity of application status and requirements if any.
Underwriting decision	On the spot underwriting decision in front of the customer, 1) If the case is accepted, 2) If any documents/ medical tests are required 3) or if the case will be referred for expert underwriting.
Crunched policy issuance TAT & cost	Quick discharge, elimination of rapid processing experience for Sales, Ops, Underwriting, ... Speedier and smoother process giving the "prospect" applicant less time to "go cold" Increased take-up rate due to shorter and more streamlined sale process Multiple manual process steps eliminated leading to reduced cost of letters/ communications and processing.

About HDFC Life

HDFC Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Life's product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing the plans, by adding optional benefits called riders, at a nominal price. The company currently has 26 retail, 9 group products & 2 rural products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.

HDFC Life continues to have one of the widest reaches among new insurance companies with about 475+ branches servicing customer needs in over 700 cities and towns. The company has a strong presence in its existing markets with a strong base of Financial Consultants.

For more information, please visit www.hdfclife.com