

Significant improvements to life-only paper app ? coming in 2017

Submitted by Emily on June 8, 2016 - 2:56pm

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Thank you for doing business with Canada Life. Here?s the latest issue of the eBulletin from Canada Life with information to help you in your business.

This message is from Mike Schwartz, Senior Vice-President, Canada Transformation, and Troy Haugen, Senior Vice-President, Individual Insurance New Business.

As part of our continued commitment to improve the NBN process, we?re redesigning our individual insurance applications to better serve clients and you.

Our current focus is the redesign of the **life-only paper application** since it?s the most widely used paper application and will make a significant difference to you.

Improvements on the application started last year after we heard from you and field operations teams. We also gathered additional input on our applications through advisor feedback groups and one-on-one conversations.

Application release ? 2017

We plan to release the life-only paper application **in the first part of 2017**. While we had originally hoped to provide it this year, significant systems and other work is required to fully support the application so that service times are not further disrupted.

In addition, work is underway regarding the upcoming tax changes affecting life insurance products. We don?t want the launch of the redesigned application to conflict with the launch of Life17. It will be a busy time for you ? we don?t want to complicate that with a significantly new application. We will, however, release slightly revised applications in October to reflect Life 17 changes but they won?t be functionally different.

Ongoing application developments

Once we've released the redesigned life-only paper application in 2017, we'll build on that work to significantly improve the flexibility and ease of use of our web application as well as our other paper applications.

We are working hard to ensure we provide significantly improved and field-tested insurance applications that will better serve clients and you. We will provide further updates on our progress, and other NBN improvements soon.

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