Customer case: TAF

'Insurance advisers can do business with us quicker'

TAF

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TAF customers sign health declaration forms at Signhost.com

Term life and invalidity insurance broker TAF is aiming high. 'We want to become the market leader with the best service, the best product and the best price,' according to managing director Nicole Hollander. 'That includes a fully digitised process.' At TAF, signing policy schedules and health declaration forms is done fully online as well.

evidos
EVIDENCE IN ONLINE SERVICES

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TAF first entered the market in 2005 as a mortgage protection insurance broker. In 2007, it launched a term life insurance policy. 'The policies themselves are offered by insurers from abroad. We sell them under our own label on the Dutch market through intermediaries,' Hollander explains.

A decade on, TAF has become the market leader in term life insurance. Its policy has been taken out by more than 450,000 people. 'We have jolted the term life insurance market to such an extent that average premiums in the Netherlands have dropped by 40 per cent,' Hollander beams. The downside is that lower premiums can become a threat to profit margins. 'For this reason, it is vital that advisers find the process as smooth and efficient as possible. Administrative tasks should take as little time as possible.'

> 'Electronic signatures are the way of the future. To us, they are the best way to optimise our services.'

Fully digitised

For TAF, this was ample reason to digitise all of its processes – such as the completion of health declaration forms – completely. 'In the old days, customers had to complete the health declaration form by hand, sign it, scan it and send it to us by email,' says Hollander. 'Policy schedules were even sent by post. We are talking about thousands of policy schedules a month that had to be inserted into envelopes and franked. Hardly efficient.'

At TAF, these manual processes have become a thing of the past. Hollander: 'We receive all insurance applications in digitised form. Next, the prospective customer receives an email containing a link to our portal, where he or she can complete the health declaration form.'

Signhost.com

As the final step in the process, customers are directed to Signhost.com. This service, operated by Evidos, returns a text message with a code that customers use to sign the health declaration form and then a link to download the signed document. Moreover, TAF is sent a transaction ticket with an overview of the process steps.

These days, the income and asset protection firm is also using the Signhost.com software for the signing of insurance policies. 'Electronic signatures are the way of the future. To us, they are the best way to optimise our services,' says Hollander by way of an explanation of Signhost.com's wide roll-out. 'Moreover, Evidos was able to demonstrate quite convincingly that electronic signatures are perfectly secure. In the event of a dispute, you would not want a judge to rule that anything other than a pen signature does not count. Thanks to Signhost.com, that will not happen.'

Digitisation benefits

Hollander looks back on what has become a solid partnership. 'We immediately felt a connection with Evidos. Like us, they are a small, but growing organisation that is able to respond to market developments quickly. And besides, the Signhost.com service just works excellently. Implementing it was a doddle. The singing process at Signhost.com itself is straightforward and self-explanatory.'

TAF is feeling the benefits of digitisation in daily practice. Hollander: 'Our internal handling expenses, printing expenses and postage expenses have decreased tremendously. Moreover, the amount of time it takes customers to take out new insurance has been reduced considerably. Advisers are very happy with the results of our digitisation efforts, for it lets them do business with us quicker.'

Additional information

Please get in touch for a personal, obligation-free consultation to discuss your needs or any questions regarding electronic authentication.

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