

## **NEWS RELEASE**

27<sup>th</sup> January 2010

### **LV= Chooses TCP's New SS/G Platform**

TCP LifeSystems (TCP) is pleased to announce that LV= (Liverpool Victoria) has chosen its new Copernicus SS/G Underwriting Engine to support its new simplified life insurance proposition, the first phase of which launched in January 2010. The product, which will deliver high immediate acceptance levels at point-of-sale and improve overall conversion rates, will be sold via distribution partners, including IFAs.

The SS/G platform will allow LV= to re-configure its underwriting approach rapidly to react to changing market conditions and ever-increasing adviser/customer expectations. The extensive management information generated by the SS/G Underwriting Engine will also provide LV='s underwriters and product developers alike with invaluable feedback on customers' behaviour at point-of-sale and hence enhance their ability to manage risk effectively.

Commenting on the news, Ashley Hale, Business Development Director at TCP said *"In LV=, we have an innovative and dynamic business partner, passionate about improving customers' point-of-sale experience. For the last three years we have invested heavily in our new Self-Serve generation of software, SS/G, to help product providers like LV= react to the opportunities of the internet age and enhance their service offerings."*

John Perks, Customer Solutions Director at LV= said: *"We chose TCP's underwriting engine for our new product because it offers the functionality that we need to support our distribution partners and ensure we deliver a market leading customer experience throughout the application process."*

Peter Le Beau MBE, co-editor of the Protection Review, commented *"The market needs to embrace a more dynamic approach to underwriting. TCP's system is a huge step forward in improving the process and I hope LV='s new approach delivers an exciting new breakthrough for customers and distributors alike"*.

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## **NOTES TO EDITORS**

**TCP LifeSystems** is the provider of Copernicus SS/G<sup>TM</sup> software, a leading edge technology solution for the point of sale and administration of life, pensions and annuity business. Clients include AXA, Storebrand, Scottish Widows and Caledonian. Its point of sale technology supports underwriting decisions at the point of sale together with a full quotes facility for both standard and non-standard lives.

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