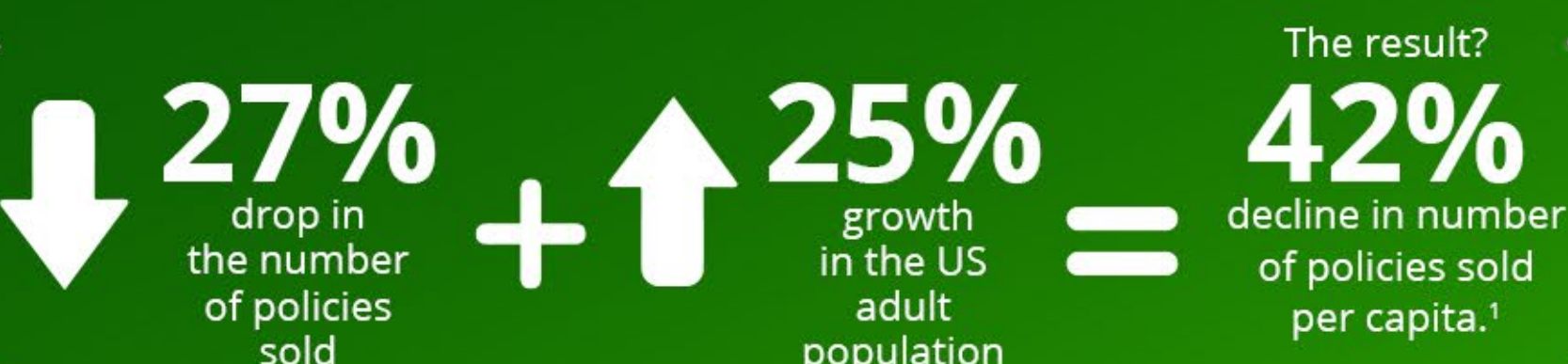


## A better path to life insurance sales

The road to life insurance sales is becoming increasingly difficult to navigate. Over the last 20 years, the number of policies sold has declined, while the number of adults in the United States has grown.



Meanwhile, the middle market and millennial segments remain underserved.

**43%** of millennials have never been approached by a life insurance agent.<sup>2</sup>

### So where do we go from here?

New technologies and data provide fuel for the road ahead.

Predictive insights from advanced analytics and big data enable insurers to better target, market, and sell to customers.



GUIDEPOSTS TO IMPROVE YOUR SALES JOURNEY

#### Focus your efforts on the right customers

Richer data sets help agents determine who's likely to qualify for specific products and who's likely to speed through underwriting, enabling them to target the right market and buyers with the right product.

#### Set the right expectations up front in the insurance sales process

**47%** of Americans say they're more likely to buy life insurance using a simplified underwriting approach.<sup>3</sup>

#### Improve the accuracy of the insurance coverage amount

**48%** of households that have life insurance have a coverage gap of \$200K on average.<sup>4</sup>

Agents are underselling policy face amounts by up to **35%** compared to industry-standard calculators.<sup>5</sup>

#### Improve and accelerate underwriting

Insurance companies waive medical underwriting requirements for **44%** of accelerated-underwriting-eligible applicants on average.<sup>6</sup>

#### Understand the customer's changing needs over time

3-5 years after initial purchase, a couple with a house and children can require **2X** the coverage.<sup>7</sup>

#### Destination: Longer, stronger customer relationships

With access to the right data and tools to help make sense of it, life insurers can move to the leading edge—and beyond—in advising and protecting customers.



Get access to predictive insights that can help you improve life insurance sales. Contact us at [predictrisk@deloitte.com](mailto:predictrisk@deloitte.com) or visit [www.deloitte.com/us/predictrisk](http://www.deloitte.com/us/predictrisk)

PredictRisk™

<sup>1</sup>Based on Deloitte analysis of 367 top US insurance company statutory filings sold between 1998 and 2018 and US Census population data.  
<sup>2</sup>Facts About Life 2018, "Life Happens and LIMRA, 2018.  
<sup>3</sup>2019 Insurance Barometer, "Life Happens and LIMRA, 2019.  
<sup>4</sup>Life Insurance Ownership in Focus, "LIMRA, 2016.  
<sup>5</sup>Based on Deloitte analysis and work with clients, 2017.  
<sup>6</sup>SOA Accelerated Underwriting Practices Survey, "SOA and Milliman, May 21, 2019.  
<sup>7</sup>Based on Deloitte analysis and work with clients, 2016.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting. This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte Network") is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.