

Accelerating Compliant 401(k) Enrollments



Processing 401(k) enrollments quickly and efficiently is ever-critical for insurers and brokers to grow customer trust and loyalty.

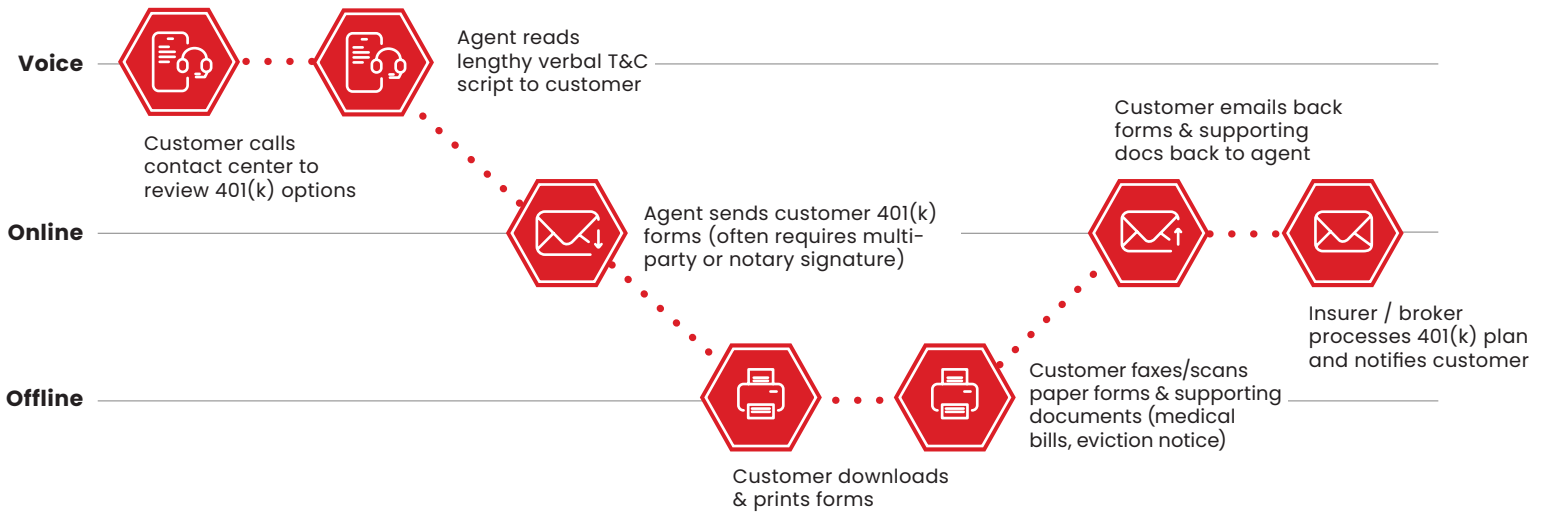
The Problem

Digital Silos & Legacy Processes Create Slow & Cumbersome 401(k) Cycles

In today's digital-first consumer world, insurers and brokers are wasting significant time and resources processing 401(k) applications due to siloed digital solutions and legacy processes. Multiple point solutions are not integrated and rely on manual paper-heavy legacy processes that bounce

customers across multiple touchpoints and force them to print, fax, and scan forms and documents. These broken insurance journeys inflate contact center call volumes, lower first-call resolution rates and drain employee productivity, while prolonging turnaround times and harming customer satisfaction.

A Typical Broken 401(k) Enrollment Journey



The Solution

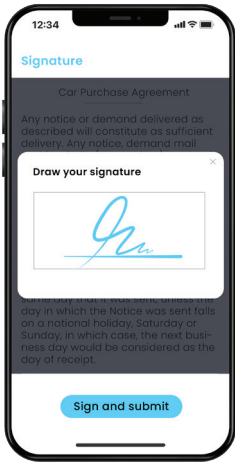
Digitally Complete Every 401(k) Plan

Lightico's Digital Completion Cloud allows insurers and brokers to streamline all customer-facing steps for 401(k) plans in one seamless workflow. Easily collect digital forms and documents from customers, review applications and signatures together in real-time, and instantly notify customers on completion. Lightico makes frontend processes more efficient, so insurance providers can minimize back-office work and complete 401(k) enrollments faster and with better compliance.



Smart and Digital Insurance Sales Workflows

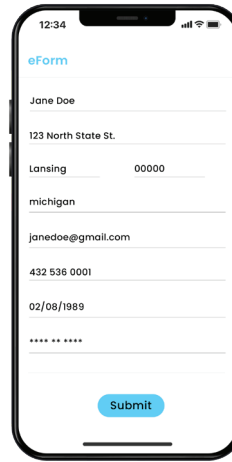
Lightico has re-imagined traditional insurance sales processes for the digital era by allowing agents to visually and collaboratively interact with customers while on a sales call.



Real-time eSignatures

Customers easily provide consent through legally binding, Mobile-optimized eSignatures. Also supports multi-party and notary signatures.

Results: Better compliance, improved NPS.



eForm

Eliminate rework by converting 401(k) application forms into smart, intuitive forms with eSignatures.

Results: Faster signature collection, better alignment, improved NPS.



ID Verification

Verify ID & documents in real-time for KYC and reduced fraud risk.

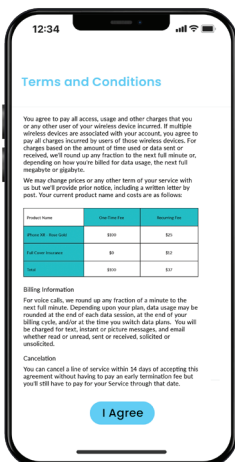
Results: Better compliance, reduced fraud risk.



Document Collection

Reduce turnaround time by 80% with instant document collection.

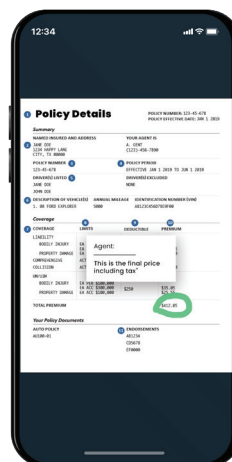
Results: Faster time to settlement, improved NPS.



Instant Ts & Cs

Prevent human error and lengthy agent scripts with automated no-code workflows based on business logic that automatically generate digital Ts & Cs and relevant documents.

Results: Zero errors, higher compliance rate, slashed turnaround time.



Shared Review

Customers and agents co-view the customer's policies, adding a final layer of clarity and cementing trust.

Results: Elimination of documentation errors, frustration and calls to the call center.

Automated Workflows Deliver a Compliant Sales Journey

Traditional solutions force managers to turn to their IT department each time they want to make a change, and in many cases a change request needs to be raised with the vendor. This leads to inefficiencies and risks compliance lapses.

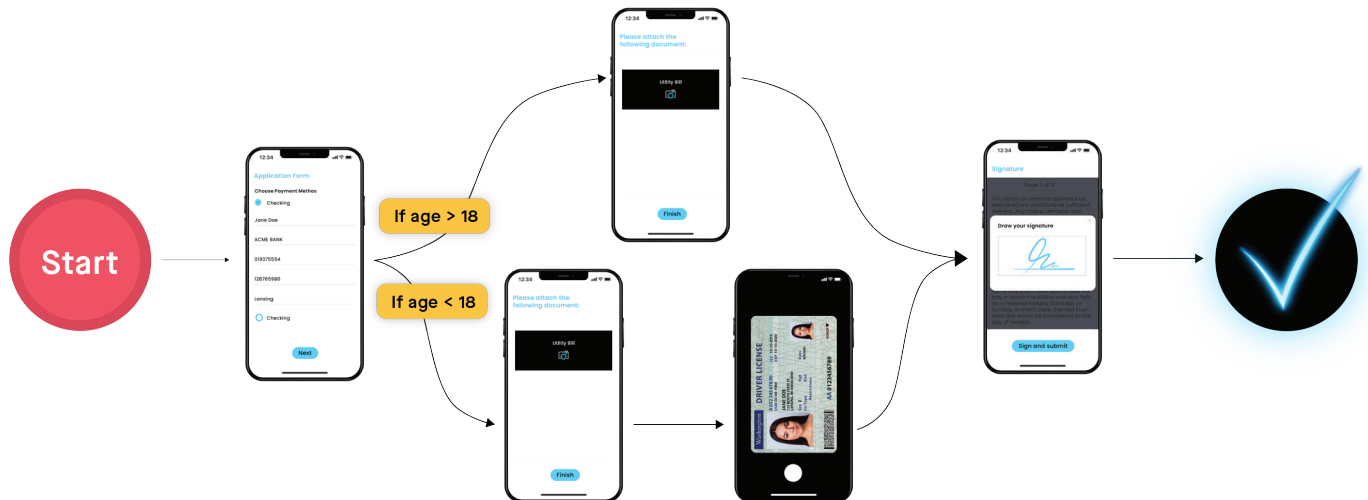
In contrast, we believe in empowering the people who know the processes best to make immediate

adjustments to workflows and other configurations without delay.

Companies that deploy Lightico's Digital Completion Cloud gain an end-to-end solution that requires zero coding from IT and development teams. Our customers easily configure and update workflows, forms, fields, and offerings from a user-friendly, drag-and-drop admin console.

Optimize Product Sales with Automated Workflows

No-code workflows enable easy configuration of entire insurance sales journeys. Easily add key capabilities and conditions to workflows to optimize KPIs in an agile way.



85%

**Faster
Turnaround Time**

60%

**Higher First
Call Resolution**

15%

**Increased
Customer Satisfaction**

Business Impact

Process insurance sales faster:

Eliminate rekeying or reworking information that's typical of manual, legacy processes.



Lift customer satisfaction:

Ensure a headache-free, frictionless experience for greater satisfaction and loyalty.



Ensure compliance:

Reduce the risk of fraud while maintaining full compliance.



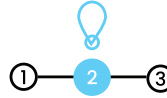
Cut management costs:

Slash turnaround time and errors to keep the costs of processing down.



Easily view claim status:

View the current status of a request thanks to digitized and synced processes and files.



Strengthen oversight:

Streamline workflows and see faster turnaround of all issues.



Find out how digitally complete insurance journeys can transform your business results

[Request Demo](#)

Trusted by Industry Leaders



About Lightico

Lightico is an award-winning SaaS platform that empowers businesses to accelerate customer journeys. With the Lightico Digital Completion Cloud™, companies leverage no-code workflows to collect customer eSignatures, documents, and payments,

and authenticate ID in real time – straight from the customer's smartphone. As a result, businesses enjoy faster and shorter sales and servicing cycles, boost NPS, and significantly improve their completion rates.

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