

Strengthening Advisor Sales with an Exceptional Selling Experience

Over 90% of life insurance policies are sold by advisors. La Capitale (now Beneva), the largest mutual insurance company in Canada with over 3.5 million members and clients, aimed to be a leading innovator by providing their advisors with a seamless digital platform that empowered a better overall selling experience and a shorter sales cycle.

OPPORTUNITIES FOR SUCCESS



Facilitating direct-to-consumer sales and reaching a wider consumer base



Simplifying long, complex purchase process (approx. 3 months) for life product that takes lots of Advisor time and energy



Eliminating high error rates that cause further complications and increasing the time to administration

THE ZINNIA HYBRID ORIGINATION SOLUTION:

As part of Zinnia Open Insurance, Hybrid Origination elevates support for Advisor sales with a suite of end-to-end buying processes.

By enabling advisors to perform a need analysis, send a quote, complete an E-application, and manage their clients digitally, Hybrid Origination accelerates the sales process by significantly reducing the paper trail and the time needed to create it.

By providing an easy and exceptional consumer experience, Hybrid Origination gives carriers the ability to enable D2C and penetrate a new market.

About Zinnia

**A New Tech Company,
But Not New to Insurance**

Zinnia brings together the expertise of insurance professionals and the vision of innovators from technology and data science. As a team, we've built Zinnia Open Insurance to achieve better risk-based outcomes and empower exceptional experiences that can adapt, evolve, and grow right along with the marketplace.

EXCEPTIONAL OUTCOMES

28%

Policies transmitted through platform in first nine months

5x

Transmission of policies above goals

25%

Decrease in length of sales cycle

0%

Error Rate

To learn more, please visit zinnia.com