

HAVEN TECH HIGHLIGHTS

How we leverage our expertise to help *accelerate* your business

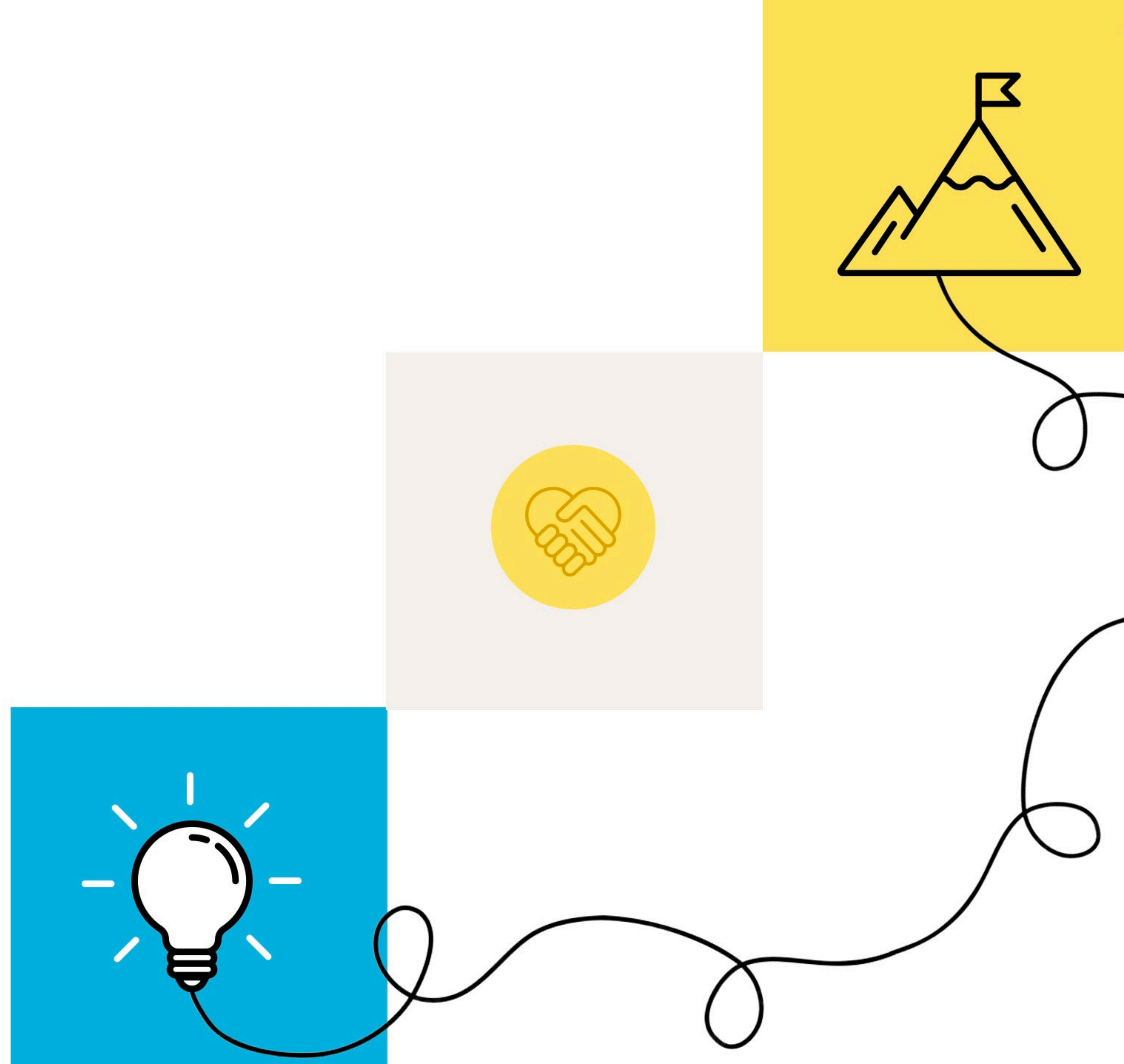


Consulting... **with care**

Every organization has them. Big scary goals. The objectives that are important but seem impossible to achieve.

When the task is difficult and the timing is critical, there's Accelerator, Haven Technologies' elite group of life insurance and annuity professionals who specialize in solving challenging problems on your behalf.

Together we go further. Faster.



Meet ~~the~~ your team

Accelerator is made up of some of the best, brightest and most collaborative people at Haven Technologies. Industry experts with deep connections to our platform. In other words, these are the kind of people you want on your side.

With Accelerator, your organization can tap into our talents across key areas such as:



Where technology and technique **meet**

Accelerator helps you unlock the full value of the Haven Technologies platform by combining best in class tech with practitioners who've mastered our tools. We understand your journey. We've walked in your shoes. We've gone where you're going. And we can help you gather insights, draw conclusions and make changes. **Quickly.**

We like to say that we succeed when you succeed. (After all, it's baked right into our pricing model!)



Your journey was our journey

Since 2015, the team behind Accelerator has helped to turn our client Haven Life into an industry leader in the digital DTC insurance space.

We've been there, done that and learned the hard lessons. So you don't have to.



The Early Years (2015-2016)

Focused on market analysis and marketing optimizations to change the way people buy life insurance.



Success at Scale (2016-2017)

Cross team effort to rebuild and refine the quote-to-application experience

Leveraged robust data and analytics to make agile application updates

Product and risk joint effort to develop new ways of collecting lab data



Innovating for the Future (2017-Present)

New purchasing experiences

Used analytics and detailed market research to reach new, underserved demographics

Forward thinking UW program changes

Insurance product innovation

Accelerator in action: Application

With the Haven Technologies platform and the data it provides at our fingertips, the Accelerator team is able to create a better experience for customers and drive better results for clients.


Here are a few examples of changes we made to accelerate growth for a client.

Get a Quote

Gender	<div>Female</div> <div>Male</div>
Birthday	<div>04/25/1985</div> <div>▼</div>
Health	<div>Excellent</div> <div>▼</div>
Do You Smoke	<div>Yes</div> <div>No</div>
Coverage Term	<div>20 years</div> <div>▼</div>
Coverage Amount	<div>\$500,000</div> <div>▼</div>
State	<div>Florida</div> <div>▼</div>

Your Quote

\$15.18 per month

 RegiLife

Get Started

How it started

User submitted a quote and then moved into the application, where they had to reanswer questions they provided during the quote

How it's going

By pre filling the application with quote data, we effectively reduced the number of questions and improve continuity between two key points in the funnel

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My name is	John Doe
I identify as	Male
My date of birth is	05/05/1999
My email is	yourname@gmail.com
My phone number is	123-456-7890

I live at

Address Line 1

Please enter the address of your primary residence, which can't be a P.O. Box.

Address Line 2

ZIP City State

I plan to reside outside the U.S. at some point within the next 2 years

☐ Yes ☐ No

I was born in

Country Name

Which best describes you?

☐ Employed
☐ Unemployed
☐ Stay at home caretaker
☐ Retired
☐ Student

My pre-tax annual household income is

Do you have a spouse or partner?
☐ Yes ☐ No

My social security number or taxpayer ID is

In the past 5 years, have you been disabled (perform your normal activities) or have you applied for or received disability benefits or workers' compensation (not including short-term disability for childbirth)? Do not include short-term disability for childbirth without complications.

☐ Yes ☐ No

How it started

Confidential questions were grouped together near the start of the application (i.e. “get the hard stuff out of the way early”).

How it's going

Through data analytics we were able to quickly see → test → confirm that spreading out sensitive questions throughout the app (and moving SSN to the end) decreased drop off and improved conversion.

Accelerator in action: Application

With the Haven Technologies platform and the data it provides at our fingertips, the Accelerator team is able to create a better experience for customers and drive better results for clients.

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How do you fly other than as a passenger?

☒ Aviation: Pilot, Student pilot (personal or commerical), Crew member of any aircraft, including a private plane

☐ Airborne Sports: hang gliding, parachuting, skydiving, ultralight, soaring, ballooning, or bungee jumping

☐ Mountain Sports: Rock or mountain climbing, heli skiing

☐ Martial Arts: boxing, mixed martial arts, or professional martial arts

☒ Organized Racing: automobile, motorcycle, motorboat, snowmobile, luge, skeleton or bobsledding

☐ Other: scuba diving or safari hunting

☐ None of the above

Aviation

How do you fly other than as a passenger?

☒ Pilot/Co-Pilot

☐ Crew Member

What is the total hours flown and logged?

50

What type of flying do you do?

☒ Private / Student (not flying for hire)

☐ Commercial (flying for hire)

☐ Military (including Reserve and National Guard)

What was the date of your last flight other than as a passenger?

04/29/2018

In the past 12 months, how many hours did you fly?

How it started

Multi-layer reflexive questions were causing users to abandon their application (hard to blame them!)

How it’s going

Product and Regulatory teams identified app changes that could be made without requiring a re-file. By adding contextual helper text to “trouble spots” we were able to create an improved customer experience.

Ready, set, go... **quickly**

Unlike traditional consultants, we don't need time to get up to speed with your business. We're already right there on the platform with you. Our Accelerator team can help with everything from fixing your conversion funnel to improving your underwriting program to preparing your business for scale. We thrive in solving complex problems through experience, data and our technology. Let us show you what we mean.



Let's make life better. Together.

Get in touch with us at ayan@haventech.us to continue the conversation and learn more at haventech.us.

We look forward to hearing from you.



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