How we leverage our expertise to help *accelerate* your business
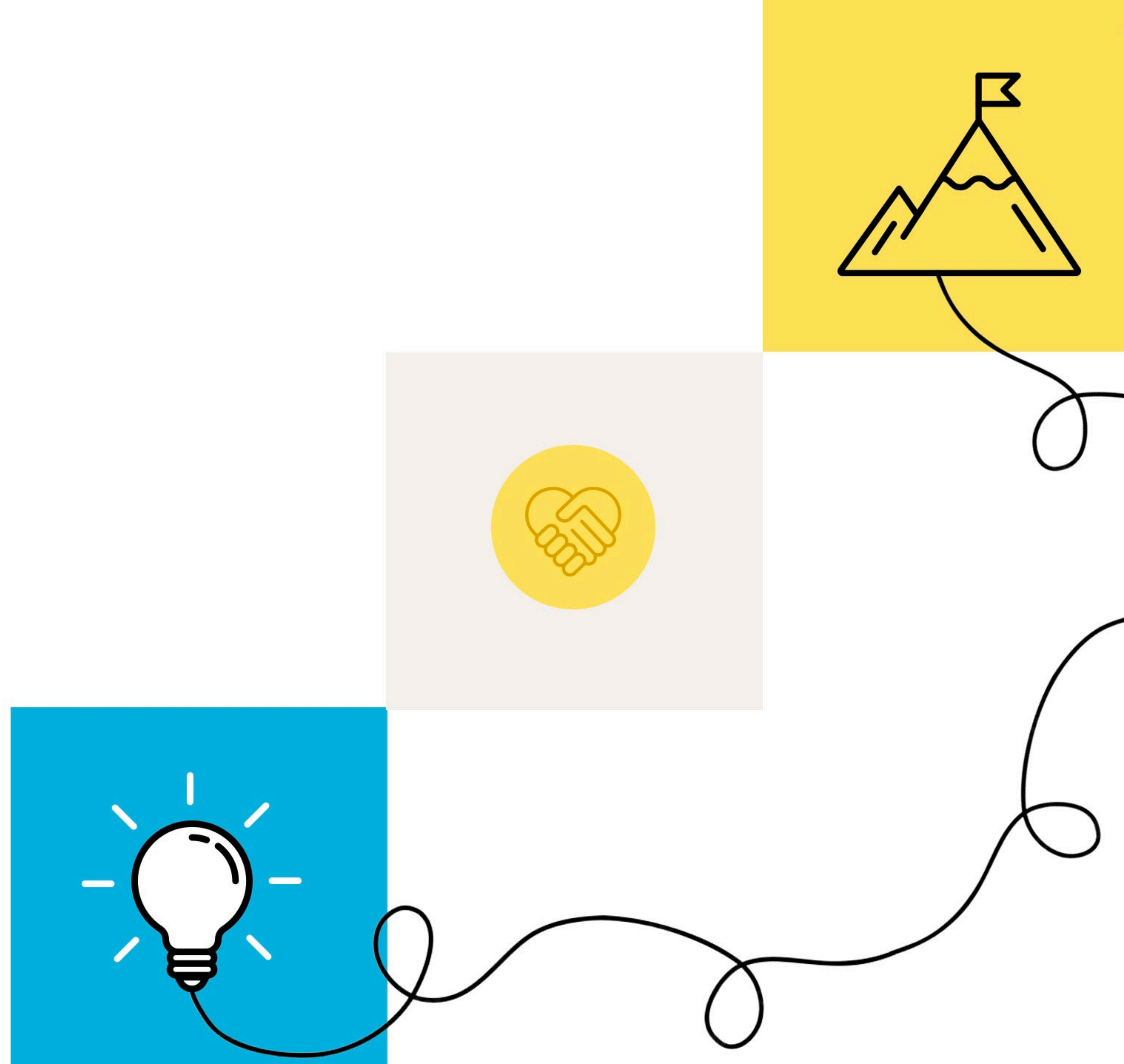
haven technologies™

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:

Product Strategy

Risk Managment

Product Design

Migration Planning

Market Analysis

Robust Data

Product Innovation

Advanced Analytics

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

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

Accelerator in action: **Application**

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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

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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.