

 **AEGON** : case study



Providing advisers with the capability for electronic transactions is increasingly important, and can really make life easier for advisers. Focus' reputation for delivering flexible, efficient and effective ecommerce solutions combined with their industry knowledge made them our preferred technology partner. The new proposition will enable us to develop our brand and distribution strategy whilst supporting our vision for growth.

Derek Hendry, Head of e-commerce at AEGON Scottish Equitable

overview

A fully transactional extranet service that will support the sale of their suite of investment bonds products to the UK intermediary market.

benefits

- increased adviser productivity
- straight through processing of data into back office systems
- reduced cost in the acquisition process
- improved customer service

background

Aegon Scottish Equitable is one of the UK's leading providers of pensions, protection, investments and annuities.

Their history goes back to 1831 when Scottish Equitable was founded, giving them over 175 years' experience in the UK market. In 1994, they joined the AEGON Group, one of the world's largest listed insurance companies.

They're now an integral part of AEGON's family of businesses in the UK, which cover life and pensions, asset management and advice. And in a changing and uncertain world, customers can rely on their resilience and expertise to help them plan their financial futures.

project

In November 2007, AEGON Scottish Equitable approached Focus to develop an intermediary adviser extranet service for use with its guaranteed onshore bond - 'Investment Control'.

The extranet service allows advisers to more quickly and efficiently complete applications either directly or via multiple distribution channels with industry portals including The Exchange and leading Network portals including Positive Solutions. The service also enables internal and branch users to assist the adviser through the process, with features such as special deals and approvals. Supporting both online and offline business, the extranet has been developed from adviser feedback to meet the demands of today's adviser business models.

This development forms part of a wider project to redevelop AEGON's corporate extranet service in line with new branding requirements and an overall consolidation of existing IT platforms. This will also help to reduce the overall cost of new business whilst enhancing the service to advisers. The platform has the potential to be easily extended into other product areas whilst providing AEGON with the ability to self-maintain the solution to help reduce the overall cost of ownership and increase the speed of change.

outcome

The benefits of the new solution are numerous and include:-

- a faster, more efficient service by which advisers can conduct business
- straight through processing model which ensures all data is transferred to back office systems without any manual intervention
- decreased costs associated with customer acquisition
- better relations with AEGON's advisers, whilst improving the customer experience



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