

BENCHMARK

2014 THIRD QUARTER RESULTS

First rate service is key to our business success

When our customers buy our products, they are also purchasing a promise. The promise is that Combined Insurance will be there when our customers need us most. Our customers can have peace of mind knowing Combined will be there for them.

This promise is most tangible when making a claim. Whether the coverage is for life, disability, critical illness or accident, our desire is to provide prompt, courteous claim service to help customers through those rough situations.

However, our service commitment starts long before the claim process. It is rooted in the principles of W. Clement Stone who founded Combined Insurance more than 90 years ago. He understood the need to combine vision and action — and was a firm proponent of striving to achieve more. One of his more famous quotes is: “Success is achieved and maintained by those who try and keep trying.”

One way we attempt to demonstrate our service commitment is to regularly perform service audits and publish the results. The standards you see listed on the following page (*Case Set-up, Application Processing, Premium Processing, Service Calls, Claims Processing and Enrollment*) are some of the key standards that show how well we are achieving our service goals.

Our intent is to meet or exceed these service goals. We have begun



Combined Worksite Solutions Employees of the Quarter, Barbara Davis and Ivonne Akbar.

reviewing all of our workflows to identify further improvement opportunities. Our pledge to our customers is to continually look for ways to improve our service. That improvement could be centered on the current goals or aligned with a new

capability to make the customer experience more satisfying. It's our heritage and our commitment to you.



THE COMBINED INSURANCE MISSION

As a leading supplemental insurance provider, our mission is to provide personal service and exceptional products tailored to help protect our policyholders.

CASE SET-UP

Case set-up timeliness and accuracy is comprised of contacting the new client (initial call), setting up the billing, providing the confirmation, and setting up the case in the system.

	2013 AVG.	1Q 2014	2Q 2014	3Q 2014	4Q 2014
Objective: 95% complete within 5 days	100%	100%	98%	98%	

APPLICATION PROCESSING

The receiving of clean applications, system data entry, underwriting, issuing and mailing of policies timely and accurately.

	2013 AVG.	1Q 2014	2Q 2014	3Q 2014	4Q 2014
Objective: 90% within 10 days	91%	95%	90%	90%	

PREMIUM PROCESSING

Entails timely and accurate processing and reconciliation of premiums received.

	2013 AVG.	1Q 2014	2Q 2014	3Q 2014	4Q 2014
Objective: 90% within 5 days	94%	93%	90%	93%	

SERVICE CALLS

Answer all client and policyholder telephone inquiries quickly and provide accurate resolution.

Abandon Rate—Client Calls	2013 AVG.	1Q 2014	2Q 2014	3Q 2014	4Q 2014
Objective: Abandon rate of 6% or less (12-month rolling average)	5.6%	5.2%	4.2%	4.1%	

Abandon Rate—Policyholder Calls	2013 AVG.	1Q 2014	2Q 2014	3Q 2014	4Q 2014
Objective: Abandon rate of 6% or less (12-month rolling average)	3.5%	4.6%	5.0%	4.8%	

CLAIMS PROCESSING

Speed of service is the average time elapsed from the date we receive proof of claim to the date of payment.

All Claims	2013 AVG.	1Q 2014	2Q 2014	3Q 2014	4Q 2014
Objective: 5 day average speed of service	3.5 DAYS	4.5 DAYS	5.0 DAYS	4.2 DAYS	

ENROLLMENT

Educate employees and enroll them in voluntary benefits based on their needs and budget.

Policy Cancellation Rate	2013 AVG.	1Q 2014	2Q 2014	3Q 2014	4Q 2014
Objective: 15% or lower cancellation rate by the first premium deduction	9.0%	8.7%	7.8%	7.3%	