

# What You Should Know About Colonial Life

**Colonial Life**  
Making benefits count.

## History

- In 1937, Colonial Life founders Edwin F. Averyt and J. Clifton Judy started a company to sell a small accident insurance policy. In 1939, that company was incorporated as Colonial Life & Accident Insurance Company. Our mission is to help working Americans understand and appreciate the benefits available to them through the workplace and select the benefits they need to protect their families and lifestyles.
- For more than 70 years, Colonial Life has been perfecting our ability to develop, communicate and enroll, and administer voluntary benefits to support this mission. It's never been a sideline for us.
- We pioneered the concept of offering benefits at the worksite through payroll-deducted premiums in 1955. That first payroll-deduction account remains a Colonial Life customer to this day.

## Industry Leadership

- One of the oldest, most experienced worksite carriers in the industry.
- Winner of a record-breaking number of *Benefits Selling* Readers' Choice Awards for five years in a row.
- In the U.S. top 5 voluntary worksite carriers for sales and in-force premium, according to the Eastbridge U.S. Worksite Sales Report, 2010, Eastbridge Consulting Group.
- Named number one worksite marketing/voluntary benefits company by members of the National Association of Health Underwriters. NAHU surveyed its members in January 2010, asking them to name their favorite worksite companies and products.
- A \$1 billion dollar company in terms of annual revenue.

## Our Brand

- We are the benefits counselor for working Americans.
- We believe all working Americans deserve to understand and appreciate the benefits available to them through the workplace. By doing so, we enable businesses to build a more loyal and satisfied workforce and, ultimately, a stronger business.

## Markets/Case Size

- What sets us apart in meeting the needs of today's workplace are our benefits counseling and enrollment services for accounts of all sizes – both for core and voluntary benefits. These services are simply value added to our product offering.
- Our 65,000 accounts include as few as three benefit-eligible employees to more than 10,000.

## Distribution

- More than two-thirds of our new accounts involve a broker.
- We honor Broker of Record agreements and protect our broker relationships.

## Benefits Communication & Education

- One-to-one benefits counseling for the total benefits program – core and voluntary benefits.
- Group meetings for a full overview of the entire benefits program and to help employees better prepare for one-to-one enrollment sessions.
- Personal salary illustrations that outline employees' benefits selections and how each affects their paycheck.
- Benefits statements for a detailed overview of employer-provided benefits and their monetary value.
- Election forms for a detailed accounting of employee selections.
- Post-enrollment surveys to evaluate employees' enrollment experience.

**You could be the only broker in town with a benefits counseling and enrollment team at your disposal.**

## Enrollment Options

- **Turnkey** communications and enrollment for your client's entire benefits program.
- Our traditional **one-to-one** enrollments offer the most employee engagement and best opportunity for decision-making support. To help educate and counsel employees on their benefit needs, we come to the worksite and spend one-to-one time with each employee.
- In cases where employees work in the field, are constantly mobile or are in secured locations, our **Call Center** provides another one-to-one option. Employees can simply call our toll-free number and a Call Center associate will educate them about the benefits available and lead them through the enrollment process.
- We also offer the option of **co-browsing**. It's the same as a one-to-one enrollment but conducted over the Internet with a Colonial Life benefits counselor.
- Self enrollment and group meetings offer alternative options that are available to access employees who work remotely or are not able to meet with a benefits counselor.
- The web-based technology that powers all of our enrollments is our simple-to-use Harmony® system, which features online and offline capabilities. It provides:
  - Streamlined enrollments in which employees can enroll in all their benefits – core and voluntary.
  - Consistent communications to all employees, regardless of location or enrollment option.
  - Dependent verification and audit services for large-case accounts.
  - Daily enrollment reporting that allows us to provide data on who is enrolling and elections being made each day throughout the enrollment.
  - Flexible options for custom data feeds.
  - New hire support.

## Enrollment

### Enroller training and education:

- In-field training from district managers.
- Colonial Life College – national training program.
- Salaried instructors throughout the U.S. and hundreds of courses.
- Certification for National Enrollment Team (NET—Best in the Business designation required), core and consumer-driven benefits enrollments.
- Technology and product testing.
- Continuing Education courses for credit.

## Quality

### Enroller standards:

- Corporate records confirm that Colonial Life benefits counselor retention is significantly higher than the industry average of 15 percent – so no constant churning of service reps.
- Average tenure of a NET enroller is 8.5 years with Colonial Life.
- Held to "Business Quality" standards through use of empirical data and case-specific and overall benchmarks. Compensation and performance incentives are tied to this standard.
- Education, training, ongoing recertification.

### Enroller payment options:

- Both commission and per diem payment options are available.
- We help ensure a needs-based – not commission-based – approach by paying our enrollers the same rate for all individual Colonial Life product lines.

### Size of companies Colonial Life enrolls:

- Colonial Life's 65,000 accounts represent companies with as few as three employees to multi-state organizations with thousands.
- We can provide the same quality enrollment for any sized account.

## Products

- Through sound underwriting and rigorous risk management, we are diligent about ensuring our products offer competitive benefits, pricing and ease of enrollment.
- Colonial Life's broad product portfolio\* focuses on four areas of protection, many of which offer group as well as individual plans:
  - 1 **Medical** – Hospital Confinement Indemnity Insurance, Accident Insurance
  - 2 **Income Protection** – Disability Insurance
  - 3 **Catastrophic Illnesses** – Cancer Insurance, Critical Illness Insurance
  - 4 **Survivor Benefits** – Universal Life Insurance with long-term care benefits rider in most states, Whole Life Insurance, Term Life Insurance

## Service & Administration

- At Colonial Life, we offer best in class customer service, and we can prove that. We go to great lengths to make sure of it – LIMRA surveys, internal measures, customer research:
  - Quarterly surveys of policyholders, claimants and plan administrators are conducted by LIMRA.
  - Survey results are used to continuously improve service levels and offerings our customers value most.
- Services we offer include:
  - Flexible data services for our accounts, including customized data file formats.
  - Dedicated plan administrator website for secure data transfer and for E-Service transactions:
    - Ez-Billing “paperless” billing reconciliation system.
    - E-Pay completes paperless process.
    - Ez-Data Return provides electronic data return files.
    - E-Bill available online with e-mail notification.
    - Ez-Administration: routine changes processed online.
  - Designated service team including a billing specialist for each account.
  - Personalized set-up call for each new account to ensure accurate billing.
  - Mandatory interpersonal communication skills training for all service reps.
  - Easy claims filing by phone, fax, Internet and mail.
  - Continuous pro-active policyholder communication.
  - Quarterly Service Goal Report Card published for customers and brokers to see.

## Other Value-Added Services

- Exclusive employer services at little or no charge include:
  - **Premium Only Plans:** Through our strategic marketing alliance, Colonial Life provides pretax POPs at no charge and discounted pricing on other flexible benefits programs.
  - **Access to CCH HRAnswersNow:** A one-stop shop for quick answers to thousands of HR questions.
  - **Specialized service centers:** Separate toll-free phone numbers and websites for our brokers, plan administrators and policyholders.
  - **Bilingual communications support:** Printed materials, enrollers and home office service specialists.
  - **Claim notification:** We notify employees upon receipt of claim and when the claim check is sent out - one reason for our high customer satisfaction rate.

*\* Benefits vary by state, and all products may not be available in all states. Ask your Colonial Life benefits contact for complete details.*

## Broker Resources and Services

### Means to fund core enrollments and benefits counseling

- Single or multi-state
- Award-winning enrollment technology

### Hardcoded commissions

- System gives brokers a defined commission schedule
- Schedule cannot be changed without your authorization or BOR letter

### Broker website

- Proposal documents
- Product information
- Compensation details
- Business tracking system: Track an App allows you to track business from submission to approval
- Account search tool: Detailed Colonial Life account information
- Free CCH HRAnswersNow access

### Broker Service Center

- Toll-free, dedicated line
- Compensation & contracts information
- Account information /claims status
- Underwriting

### Continuing Education

- Lunch & Learns, CE courses, broker forums

## Broker Commissions

- Brokers can earn some of the most competitive commissions in the worksite industry with us because of a significant corporate investment in broker compensation.
- Brokers can earn renewal commissions for life.
- Our broker bonus program adds even more earning potential for brokers.

Visit us at [coloniallife.com](http://coloniallife.com)

Colonial Life operates in 49 states and the District of Columbia. In New York, similar products and services, if approved, are underwritten by a Colonial Life affiliate, The Paul Revere Life Insurance Company.

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**Colonial Life**  
1200 Colonial Life Boulevard  
Columbia, South Carolina 29210  
[coloniallife.com](http://coloniallife.com)

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*Colonial Life products are underwritten by Colonial Life & Accident Insurance Company, for which Colonial Life is the marketing brand.*

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