

BT FINANCIAL GROUP CUTS RED TAPE FOR TRAUMA INSURANCE CUSTOMER CLAIMS

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BT Financial Group has begun offering Australia's first telephone based claims service designed to cut the red tape and long wait times for customers facing what is often associated with the most difficult time in their lives - making a claim on their trauma insurance.

In 2010 BT Financial Group launched an award winning Tele-claims service for its income protection customers – receiving strong praise from customers and accolades from across the life insurance industry.

Phil Hay, head of life insurance at BT Financial Group said “We wanted to be able to offer the same relief and quality service, to customers in the difficult situation of having to make a trauma claim, as we were able to make to those claiming on their income protection policies.

We introduced the service quietly in November last year and have received excellent feedback from our customers who are appreciating not just the convenience of being able to make a claim over the phone but they are having to wait much less time for their claims to be processed. The processing time has been dramatically reduced to an average of 14 days compared to 68 days for a paper-based claim.”

Since commencing the new Tele-claims service for trauma insurance BT Financial Group has processed 16% of all trauma claims over the phone, with \$1.6M paid in claims so far. The service is available for certain trauma conditions and claims of up to \$250,000 can be handled through this new process. The service is available on policies that have been in place for 5 years or more and where there has been no prior claim.

“The fact that we have the ability now to assess and pay a claim through a phone based system without the need for the customer to fill in a claim form is not just about ease of process it’s about understanding the needs of our customers and providing a service that is sensitive to their situation,” said Mr Hay.

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Awards for BT Financial Group’s Tele-claims service:

- AB& F Insurance Industry Awards 2011 - Innovation of the Year
- AFA/Plan for Life Risk Innovation Awards 2010
- C-MAP Mark of Excellence A+ Rating

BT Financial Group

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