



It feels good to be covered

British Friendly - iPipeline
Press release

August 1, 2016

British Friendly launches protection products on iPipeline platform

From August 1, British Friendly's short and long term Income Protection products will be available through iPipeline's protection platform and quotes will be searchable by both benefit and price. This means that advisers will now be able to access the full range of British Friendly products across all the major protection portals.

British Friendly's products are currently available on IRESS, Weblive and LifeQuote, as well as British Friendly's quote and apply website advisers.britishfriendly.com.

Iain Clark, Distribution and Marketing Director at British Friendly, said: "I am delighted that we have now come to an agreement with iPipeline to include all of our products on their innovative portal. This is the final piece of portal work for British Friendly and now means we are visible on all the major portals in the market. Adviser awareness and engagement are key to a business developing and with this new partnership we will be reaching a new community of advisers that may not have considered British Friendly before. We are a passionate business that wants to help the intermediary market to sell Income Protection and that is why we have delivered so many new enhancements to our products in 2016."

British Friendly recently extended the deferred period options on its short term Income Protection products, Short Term Protect and Breathing Space, and these new options will now be available through iPipeline. These products have deferred period options of 1, 4, 8 and 13 weeks, meaning British Friendly's short term Income Protection products have the widest deferred period options on the market for 1, 2 or 5 year claim periods. British Friendly will be adding these options on the other portals in the coming weeks as well.

Ian Teague, Managing Director at iPipeline commented: “We’ve experienced dramatic growth in the volume of standalone Income Protection with a rise of 80% written via iPipeline. When we add in new distribution the increase is a significant 280%. This demonstrates that with the use of our systems, in particular SolutionBuilder and the ability to source and model cover options, advisers are more likely to promote Income Protection. We’re really pleased British Friendly is adding their income protection products to our systems, enabling us to offer advisers even more choice and in turn help better protect clients.”

-ENDS-

Media enquiries

Matthew Morris, Carr Consulting & Communications Mob: 07717 420693
Kevin Carr, Carr Consulting & Communications Mob: 07887 838811

Notes to editors

About British Friendly

Founded in 1902 to provide sickness benefits for Commercial Travellers, British Friendly has over a century of experience of “being there when our members need us most”. Based in Bedford, British Friendly is one of the larger UK Friendly Societies with £90m in assets. As a mutual we exist solely for the benefit of more than 17,000 members and have no shareholders to whom we need to pay dividends. www.britishfriendly.com

About iPipeline UK

iPipeline UK is a leading provider of business intelligence, e-quote, e-application, policy delivery, and policy holder services to the UK life and pensions market. iPipeline offers the UK’s broadest range of integrated and licensed solutions used by leading providers, distributors, and their IFAs via their Websites or CRM systems. To learn how you can better use iPipeline’s industry-leading solutions to streamline and accelerate your business activities, visit us at www.ipipeline.com/uk.