

BESTOW

Modern Life Insurance Administration: Centralized, Streamlined, Scalable

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Introduction: Meeting expectations beyond the sale

Today's policyholders expect more than a smooth buying experience—they expect simple, fast, and transparent service throughout the life of their policy. They want to update information in real time, manage payments with ease, and access policy documents without jumping through hoops or sitting on hold. Yet for many carriers, meeting these expectations is nearly impossible with legacy administrative systems that are fragmented, outdated, and difficult to scale.

When back-end systems can't keep up, it's not just an operational issue—it's a customer experience problem. This white paper explores how modernizing the administrative core with an end-to-end, intelligent platform enables carriers to deliver the kind of seamless, digital-first experience today's customers demand—while reducing costs, unlocking data, and driving long-term loyalty.

The problem: Legacy admin systems aren't built for growth

Most life insurers still rely on legacy administration systems that weren't designed for the demands of today's market. These platforms trap critical customer and policy data in silos, making it nearly impossible to get a full, real-time view of the customer. As a result, service teams operate without context, and leadership lacks the insights needed for strategic decision-making.

Worse, many of these systems are completely disconnected from the acquisition process. New business data often has to be manually transferred into the admin platform, introducing errors, delays, and compliance risks. This separation creates a fragmented experience for both customers and internal teams, and it prevents carriers from capturing and analyzing data across the full customer lifecycle—from quote to claim.

In addition, these systems are rigid. Making even minor product changes often requires months of custom development and testing. That lack of configurability slows down innovation, stalls time-to-market, and limits carriers' ability to respond to shifting consumer expectations.

Integration is another major hurdle. Legacy platforms don't connect cleanly with modern tools—whether CRM systems, analytics engines, or digital service channels. Teams are forced to patch together workarounds, which creates operational drag and increases the risk of errors.

Finally, these outdated systems simply don't scale. As carriers grow their book of business and the complexity of policy data increases, performance suffers. Manual processes balloon, costs rise, customer experience degrades, and visibility becomes more obscured as business scales on legacy tech.

The solution: A centralized, end-to-end admin platform

A centralized administration platform replaces fragmented admin infrastructure with a single, unified system that supports the entire policy lifecycle—from pre-issue through post-issue servicing. By consolidating operations into one environment, carriers eliminate data silos, reduce manual handoffs, and unlock a continuous view of the customer journey.

Bestow offers carriers this exact solution, and when launched in conjunction with the new business portion of the platform, offers a

seamless experience from quote to claims for customers, agents, underwriters, fraud investigators and everyone in between.

Our platform also offers turnkey third-party administration (TPA) services, enabling carriers to use either their own customer experience team or ours. Regardless of the staffing model, the system ensures a consistent, high-quality service layer that's deeply integrated and fully visible.

Any first-class TPA services suite covers both pre-issue and post-issue servicing.

Pre-Issue: Avoid bottlenecks, reduce confusion, and improve submit rates with guided tools that help move customers across the finish line. Carriers can offer seamless, proactive assistance with:

- Application process navigation
- Payment scheduling and processing
- Tracking of action deadlines
- Real-time status and decision visibility

Post-Issue: Streamline support and lighten the load on CX teams with user-friendly tools that empower customers to:

- Resolve payment and billing issues
- Access policy details anytime
- Make ownership and beneficiary updates
- Assign collateral without friction

At the core of these services should always be two powerful, integrated interfaces.

Admin Portal

Gives carrier staff complete control and visibility into the book of business. Role-based access ensures the right teams can manage billing, payments, application data, underwriting history, customer financials, agent details, policy history, and claims—all from a single, intuitive dashboard.

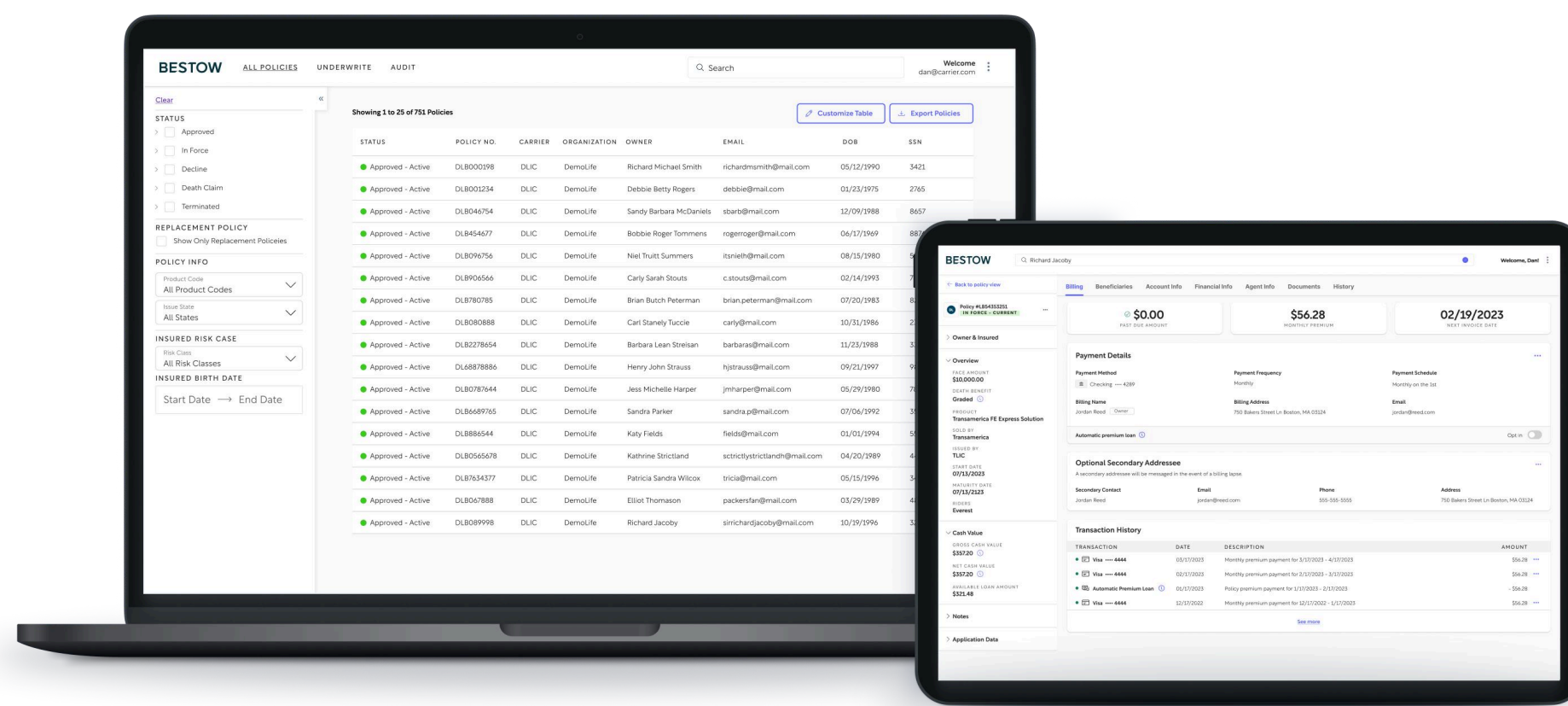
Policyholder Portal

A white-labeled, mobile-friendly interface that enables customers to self-serve 97% of their support needs. From updating billing info to accessing documents and initiating changes, it reduces inbound support volume while improving customer satisfaction.

Implementation is fast and flexible. Carriers can deploy the platform in phases or all at once, depending on their business priorities. With a modular design and proven go-live frameworks, the system delivers immediate operational improvements without the pain of traditional migrations.

Total visibility and control: Admin Portal

FIGURE 1: Admin Portal Policies Overview Screen and Individual Policy Billing Screen



A comprehensive admin portal can give carriers full visibility into their entire book of business—organized, filterable, and actionable.

Users can instantly access critical policy data, including beneficiaries, underwriting details, payment schedules, customer financials, and agent assignments. Whether servicing in-force policies, reviewing pending applications, or managing exceptions, everything is centralized and easy to navigate. And with role-based access controls, you can ensure that each team only sees what they need, streamlining workflows and protecting sensitive information.

The portal also supports operational tasks like claims initiation, document management, and account-level insights. Staff can quickly retrieve policy history, view communication logs, and execute transactions without toggling between systems or relying on manual processes.

This level of transparency and control drastically improves service efficiency, reduces turnaround time, and equips teams to deliver a better experience across the policy lifecycle.

The downstream impact is clear: elevated customer satisfaction and higher employee satisfaction and engagement rates.

The Bestow Admin Portal combines powerful functionality with an intuitive design, giving carriers everything they need to manage policies, payments, and servicing in one streamlined hub.

Search and Filtering

Administrators can quickly filter and organize the book of business by what matters most—application status, product type, issuing state, risk class, or even insured birth date. This flexibility ensures that teams spend less time digging and more time acting on meaningful insights.

FIGURE 2: Admin Portal Policies Overview Screen with Filter sidebar

The screenshot displays the Admin Portal Policies Overview screen. On the left is a filter sidebar with the following sections:

- STATUS**: Approved, In Force, Decline, Death Claim, Terminated
- REPLACEMENT POLICY**: Show Only Replacement Policies
- POLICY INFO**: Product Code (All Product Codes), Issue State (All States)
- INSURED RISK CASE**: Risk Class (All Risk Classes)
- INSURED BIRTH DATE**: Start Date → End Date

The main area shows a table of 25 policies. The table has the following columns: STATUS, POLICY NO., CARRIER, ORGANIZATION, OWNER, EMAIL, DOB, and SSN. The table is titled "Showing 1 to 25 of 751 Policies" and includes "Customize Table" and "Export Policies" buttons. The table data is as follows:

STATUS	POLICY NO.	CARRIER	ORGANIZATION	OWNER	EMAIL	DOB	SSN
Approved - Active	DLB000198	DLIC	DemoLife	Richard Michael Smith	richardsmith@mail.com	05/12/1990	3421
Approved - Active	DLB001234	DLIC	DemoLife	Debbie Betty Rogers	debbie@mail.com	01/23/1975	2765
Approved - Active	DLB046754	DLIC	DemoLife	Sandy Barbara McDaniels	sbarb@mail.com	12/09/1988	8657
Approved - Active	DLB454677	DLIC	DemoLife	Bobbie Roger Tommens	rogerroger@mail.com	06/17/1949	8876
Approved - Active	DLB096756	DLIC	DemoLife	Niel Truit Summers	itsnielh@mail.com	08/15/1980	5378
Approved - Active	DLB906566	DLIC	DemoLife	Carly Sarah Stouts	c.stouts@mail.com	02/14/1993	7345
Approved - Active	DLB780785	DLIC	DemoLife	Brian Butch Peterman	brian.peterman@mail.com	07/20/1983	8245
Approved - Active	DLB080888	DLIC	DemoLife	Carl Stanely Tuccie	carly@mail.com	10/31/1986	2364
Approved - Active	DLB2278654	DLIC	DemoLife	Barbara Lean Streisan	barbaras@mail.com	11/23/1988	3324
Approved - Active	DLB8878886	DLIC	DemoLife	Henry John Strauss	hystrauss@mail.com	09/21/1997	9800
Approved - Active	DLB0787644	DLIC	DemoLife	Jess Michelle Harper	jmharper@mail.com	05/29/1980	7834
Approved - Active	DLB6689765	DLIC	DemoLife	Sandra Parker	sandra.p@mail.com	07/06/1992	3546
Approved - Active	DLB886544	DLIC	DemoLife	Katy Fields	fields@mail.com	01/01/1994	5534
Approved - Active	DLB0565678	DLIC	DemoLife	Kathrine Strictland	sctricthystrictlandh@mail.com	04/20/1989	4432
Approved - Active	DLB7634377	DLIC	DemoLife	Patricia Sandra Wilcox	tricia@mail.com	05/15/1996	3422
Approved - Active	DLB067888	DLIC	DemoLife	Elliot Thomason	packersfan@mail.com	03/29/1989	4896
Approved - Active	DLB089998	DLIC	DemoLife	Richard Jacoby	sirrichardjacoby@mail.com	10/19/1996	3256

Fraud alerts and permissions security

Bestow's administration suite caters to several different permissions levels, giving carriers more control over needs-based access to features and sensitive information. For example, a CX agent may have limited access to certain data types or functionalities, while a top-level administrator may have broad access to full policy lifecycle and book of business details. Additional workflows also empower administrators to flag potential fraudulent activity, triggering SIU review.

Billing and Payments

The portal provides end-to-end billing capabilities at the policy level. Users can view balances, process payments, or schedule future ACH and credit card payments—without needing external systems.

FIGURE 3: Individual Policy Billing tab view

The screenshot shows the 'Billing' tab for policy #DB5435251. The interface includes a navigation menu with options like 'Billing', 'Beneficiaries', 'Account Info', 'Financial Info', 'Agent Info', 'Documents', and 'History'. Key metrics are displayed: a past due amount of \$0.00, a monthly premium of \$56.28, and a next invoice date of 02/19/2023. The 'Payment Details' section shows a payment method of 'Checking **** 4289', a frequency of 'Monthly', and a schedule of 'Monthly on the 1st'. The 'Optional Secondary Addressee' section lists contact information for Jordan Reed. The 'Transaction History' table shows recent payments and a premium loan.

TRANSACTION	DATE	DESCRIPTION	AMOUNT
• Visa **** 4444	03/17/2023	Monthly premium payment for 3/17/2023 - 4/17/2023	\$56.28
• Visa **** 4444	02/17/2023	Monthly premium payment for 2/17/2023 - 3/17/2023	\$56.28
• Automatic Premium Loan	01/17/2023	Policy premium payment for 1/17/2023 - 2/17/2023	-\$56.28
• Visa **** 4444	12/17/2022	Monthly premium payment for 12/17/2022 - 1/17/2023	\$56.28

Beneficiary management

Beneficiaries and irrevocable beneficiaries can be easily assigned, updated, or verified, ensuring policy records remain accurate and compliant.

FIGURE 4: Individual Policy Beneficiaries tab view

The screenshot shows the 'Beneficiaries' tab for policy #DLB5435251. The interface includes a navigation menu with options like 'Billing', 'Beneficiaries', 'Application', 'Underwriting', 'Account Info', 'Financial Info', 'Agent Info', 'Documents', and 'History'. The 'Primary Beneficiaries' section displays a table with two beneficiaries: Sarah Jacoby (Sister) and Robert Jacoby (Child). The 'Cash Value' section shows a gross cash value of \$357.20 and an available loan amount of \$321.48.

NAME	RELATIONSHIP	EMAIL	PHONE	DOB	SSN	PER STIPES
Sarah Jacoby	Sister	sjacoby@mail.com	123-123-1234	01/01/01	1234	Designated
Robert Jacoby	Child	robbie@mail.com	123-123-1234	01/01/01	1234	--

Application and Underwriting details

From enrollment details to risk class and underwriting method, every element of an application is available in a single view. Administrators can also review decisioning rationales, vendor data, and supporting files—providing full transparency into underwriting outcomes.

FIGURE 5: Individual Policy Application tab view

The screenshot shows the 'Application' tab for policy #DLB5453251. The interface includes a navigation bar with 'ALL POLICIES', 'UNDERWRITE', and 'AUDIT'. The main content area is divided into several sections:

- Decision summary:** Shows 'DECISION' as 'Approved', 'RISK CLASS' as 'Graded tobacco', and 'METHOD' as 'Instant decision'.
- Application:** Displays 'App ID: asdf-asdf-asdf-asdf' and a link to 'View PDF Part 1'.
- HIPAA signature documents:** Includes a link to 'View document'.
- Enrollment data table:** A table with columns 'QUESTION KEY' and 'ANSWER'.

QUESTION KEY	ANSWER
Unchangeable State	"TX"
Gender	"male"
Birth date	"1980-01-01"
Height	72
Weight	180
First Name	"Richard"
Last Name	"Jacob"
Phone	"512-555-5555"
Stateless Address	"{city: 'AUSTIN', country: 'US', postal_code: '78701' Congress, street, 2, 101}"
Weight Loss	false

The left sidebar contains 'Overview' and 'Cash Value' sections with various policy details.

FIGURE 6: Individual Policy Underwriting tab view

The screenshot shows the 'Underwriting' tab for policy #DLB5453251. The interface includes a navigation bar with 'ALL POLICIES', 'UNDERWRITE', and 'AUDIT'. The main content area is divided into several sections:

- RTU reasons:** Lists 'asthma_inhaler_days'.
- Risk summary:** Shows 'BMI Preferred NT', 'Milliman Overall Result Preferred plus', 'TBD Result Preferred plus', and 'Decline reason Reason 1, Reason 2, Reason 3'.
- Data vendors:** Lists 'Milliman', 'ExamOne Lab/PIQ/ure', 'LexisNexis', 'MIB', and 'Unformatted', each with a 'Show' link.
- More records:** Includes a 'Link to case' button.

The left sidebar contains 'Overview' and 'Cash Value' sections with various policy details.

Financial and Agent information

Whether tracking cash value, loans, or other policy-level financials, administrators gain an instant view of the customer's financial relationship. Agent information—including lead source and servicing agent assignments—can also be updated with ease, ensuring smooth operational continuity.

FIGURE 7: Individual Policy Financial Info tab view

The screenshot displays the 'Financial Info' tab for a policy. The top navigation bar includes 'BESTOW', 'ALL_POLICIES', 'UNDERWRITE', 'AUDIT', a search bar, and a user profile 'Welcome dan@carrier.com'. The main content area is divided into several sections:

- Summary Cards:**
 - FACE AMOUNT: \$10,000.00
 - GROSS CASH VALUE: \$357.20
 - NET CASH VALUE: \$45.95
- Loan Information:**
 - Current APR: 5.68%
 - Accrued Interest: \$1.25
 - Available Loan Amount: \$45.95
 - Buttons: 'New loan', 'Record a payment'
- Active Loan:**
 - Current Balance: \$310.00
 - Note: Payments must be made by mailing a check.
 - Button: 'Record a payment'
- Transaction History Table:**

TRANSACTION	DATE	DESCRIPTION	AMOUNT
Capitalized interest	08/02/2024	Accrued interest capitalized	\$10.00
Check	11/07/2023	Loan payment	-\$56.28
Automatic Premium Loan	10/21/2023	Automatic Premium Loan generated to cover premium payment for 7/21/2023 - 8/21/2023	\$56.28
Loan approved	09/02/2023	Loan has been disbursed	\$300.00

FIGURE 8: Individual Policy Agent Info tab view

The screenshot displays the 'Agent Info' tab for a policy. The top navigation bar is identical to Figure 7. The main content area is divided into two sections:

- Servicing agent:**
 - Name: --
 - Business: Peaks Agency
 - Agent type: Company
 - Carrier agent ID: TA2340923840293
 - License number: 000000008
 - NPN: --
 - Email: peaks@agency.com
 - Personal phone: --
 - Business phone: 555-555-5555
 - Addresses: 3080 N. Civic Center Plaza, Scottsdale, AZ 85251
 - Button: 'Change agent'
- Writing agent:**
 - Name: Agent Coop
 - Business: --
 - Agent type: Individual
 - Carrier agent ID: TA2340923840293
 - License number: 000000008
 - NPN: --
 - Email: coop@mail.com
 - Personal phone: 555-555-5555
 - Business phone: --
 - Addresses: 3080 N. Civic Center Plaza, Scottsdale, AZ 85251
 - Button: 'Hide ^'

Documents, history, and claims

Every policy includes a complete digital document packet, retrievable with a click. Historical activity logs and administrative notes are also centralized, providing context throughout the policy lifecycle. And when a death claim arises, teams can initiate and monitor claims digitally, improving responsiveness and reducing turnaround times.

FIGURE 9: Individual Policy Documents tab view

The screenshot displays the 'BESTOW' Admin Portal interface. The top navigation bar includes 'ALL POLICIES', 'UNDERWRITE', and 'AUDIT'. A search bar and user profile 'Welcome dan@carrier.com' are on the right. The main navigation tabs are 'Billing', 'Beneficiaries', 'Application', 'Underwriting', 'Account Info', 'Financial Info', 'Agent Info', 'Documents', and 'History'. The 'Documents' tab is active. On the left, a sidebar shows 'Policy #DLB5433251 IN FORCE - CURRENT' and sections for 'Owner & Insured', 'Overview' (with details like FACE AMOUNT \$10,000.00, DEATH BENEFIT Graded, PRODUCT Final Expense, SOLD BY DemoLife, ISSUED BY DLIC, START DATE 07/13/2023, MATURITY DATE 07/13/2123, RIDERS SafeGuard), and 'Cash Value' (GROSS CASH VALUE \$357.20, NET CASH VALUE \$357.20, AVAILABLE LOAN AMOUNT \$321.48). The main content area is titled 'Documents' and contains a 'Policy packet' section with a 'Download your policy packet' button and a list of documents: Electronic Business Consent, Welcome Letter, Policy Cover, Buyers Guide, Table of Contents (COMPACT), Policy Provisions, Policy Back Cover, Application Part 1, MIB Authorization, and eDelivery Terms & Conditions of Use. An 'Internal documents' section below indicates no documents are currently added.

FIGURE 10: Individual Policy Policy History tab view

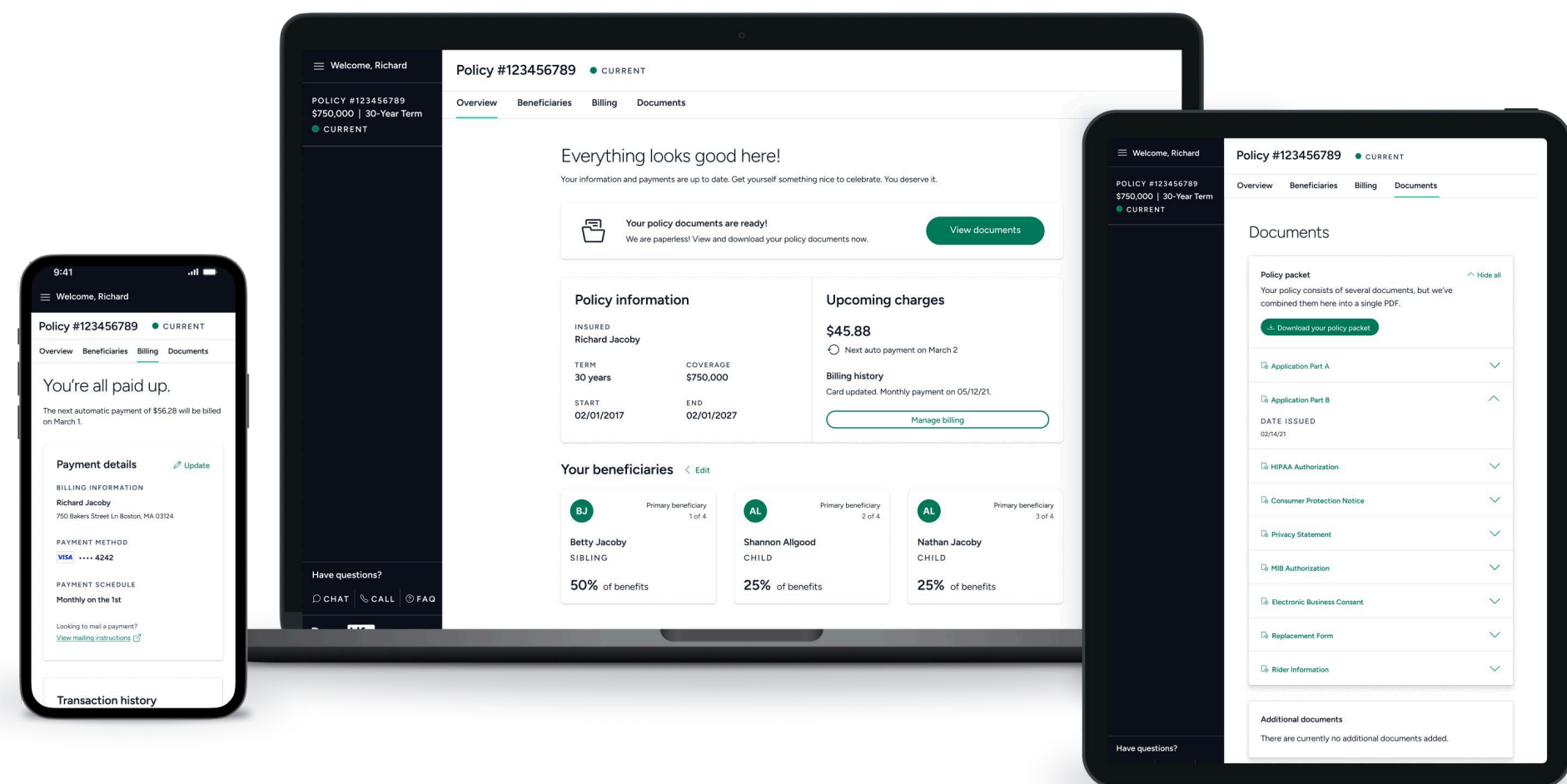
The screenshot displays the 'BESTOW' Admin Portal interface with the 'History' tab active. The top navigation and sidebar are identical to Figure 9. The main content area is titled 'History' and features a table with columns 'Date' and 'Action Type'. The table contains the following entries:

Date	Action Type
04/30/2021 - 2:54 PM	Loan payment of \$500.00 submitted by Geoff Doe.
01/08/2020 - 2:54 PM	LoB Mail Error Lapse Notification not sent. Customer address undeliverable.
01/08/2020 - 2:54 PM	SIU note added to policy
01/08/2020 - 2:54 PM	Email "sirrichardjacoby@mail.com" unlocked
01/08/2020 - 2:54 PM	Primary Contact Email changed from "richardsmith@gmail.com" to "sirrichardjacoby@mail.com"
01/08/2020 - 2:54 PM	Email "richardsmith@gmail.com" removed from policy and customer
01/08/2020 - 2:54 PM	Contact Email "rrsmith@gmail.com" converted to login

To the right of the history table is a 'Notes' section with two entries: 'Raynaldo Alvarez' (05/04/2024 - 1:23 PM) and 'Alex Marsh' (05/04/2024 - 1:23 PM), both with a note: 'Please verify app with named insured before proceeding with policy information.'

Empowered customers: The carrier-branded self-service experience

FIGURE 11: Customer portal Overview, billing and documents screen



Bestow's customer portal is designed to give policyholders full control—without needing to contact support. It enables customers to independently handle 97% of their servicing needs through a clean, intuitive interface that reflects the carrier brand.

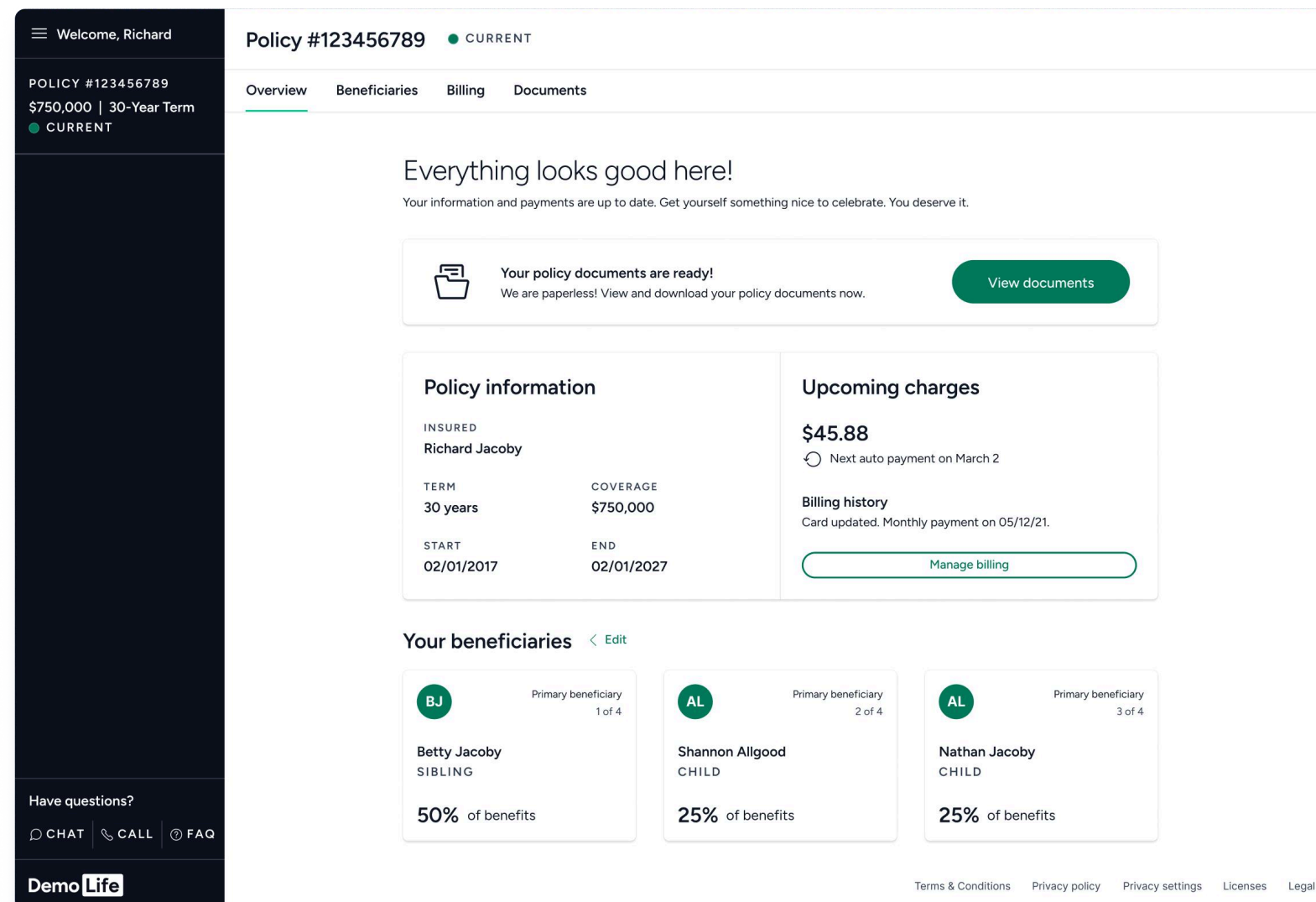
From updating payment methods and managing beneficiaries to accessing policy documents and initiating changes, the experience is seamless and self-directed. Real-time updates and built-in notifications keep customers informed every step of the way, reducing confusion and inbound call volume.

By removing friction from routine tasks, the portal improves satisfaction, lowers service costs, and frees up CX teams to focus on higher-impact issues.

Policy overview

Give customers an instant snapshot of policy details, beneficiaries, upcoming charges and billing and other status-related prompts.

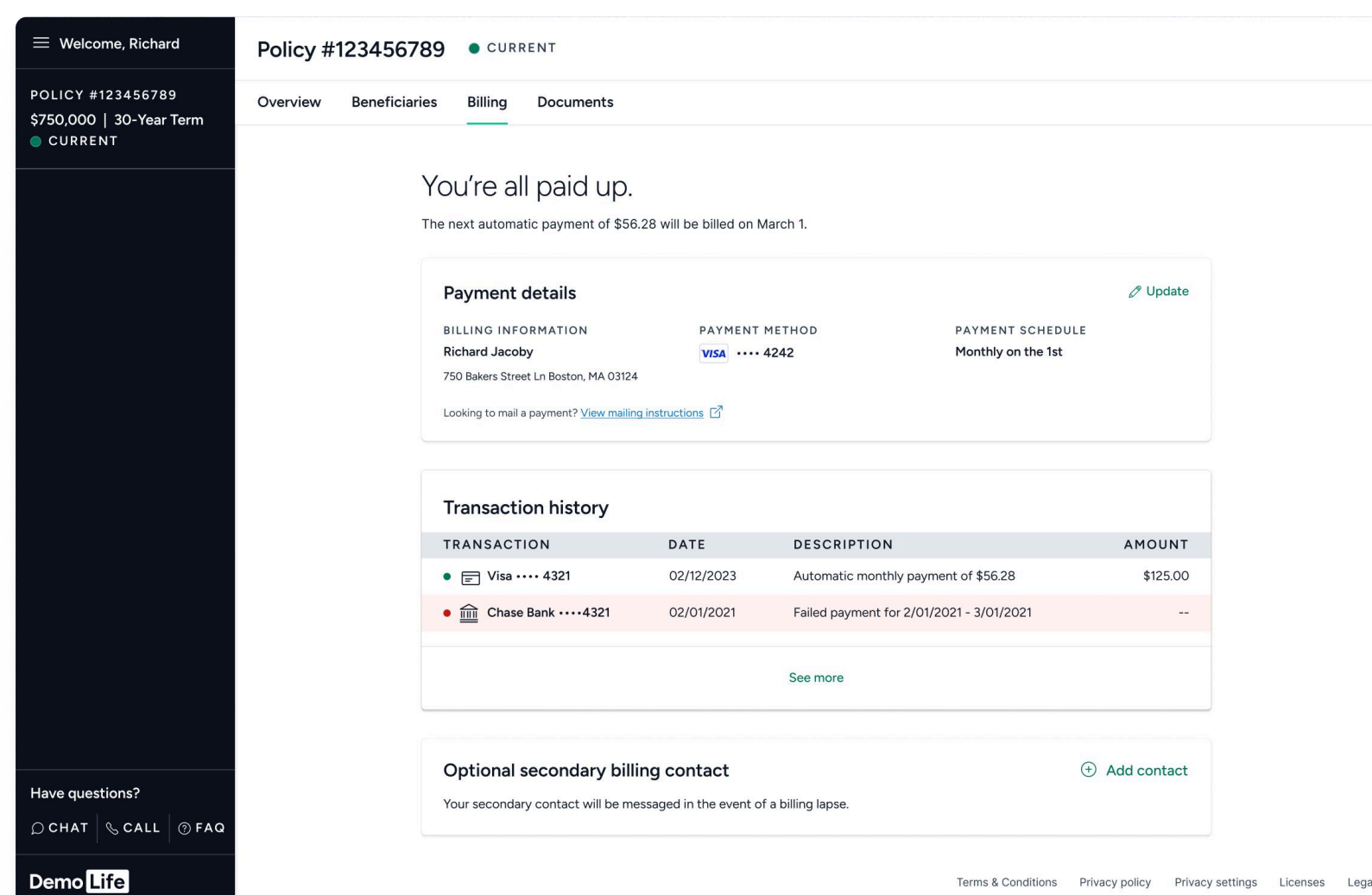
FIGURE 12: Customer Portal Overview screen



Payments and billing

Bestow's portal experience makes it easier than ever for customers to resolve their own billing and payment issues, with both ACH and credit card capabilities.

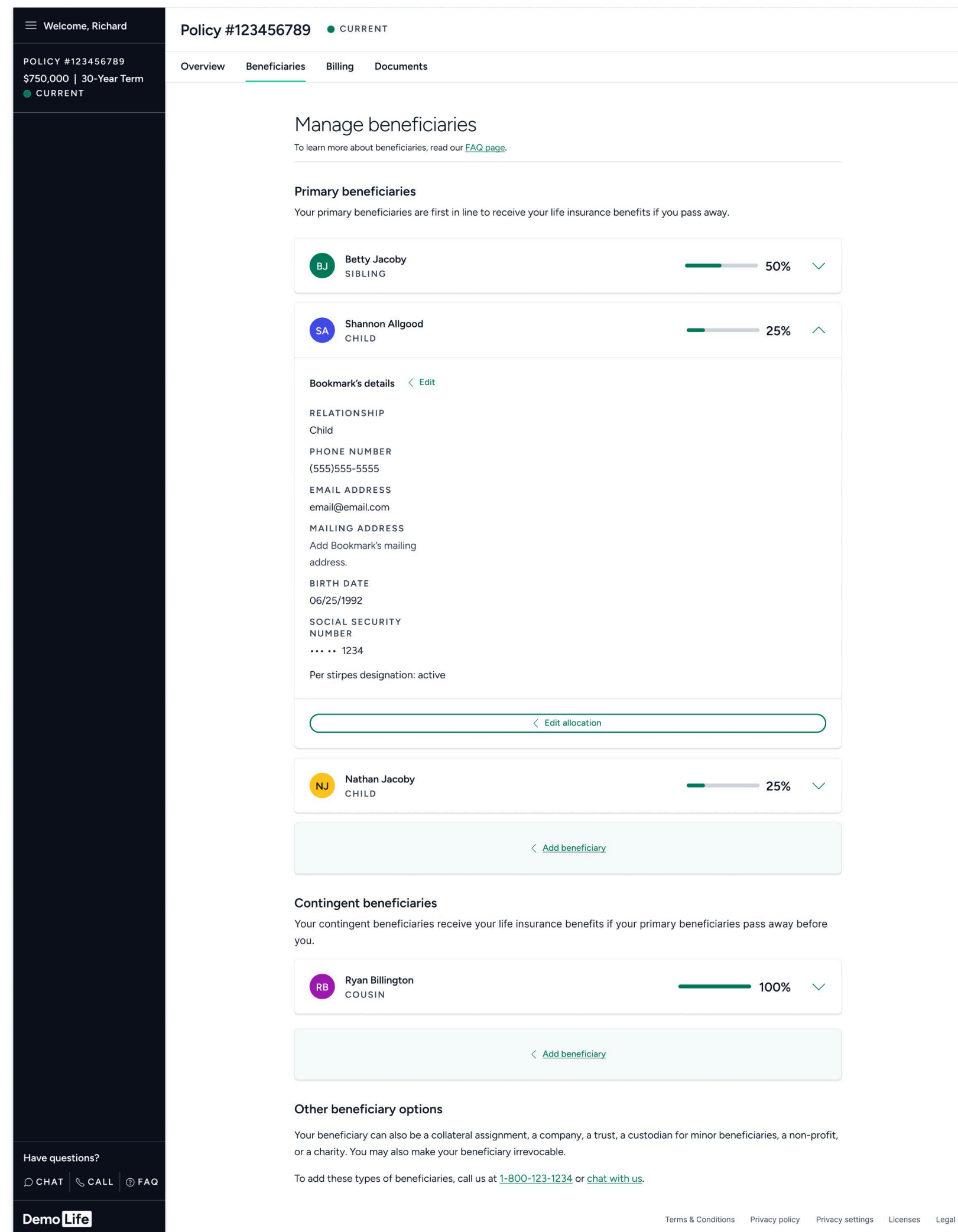
FIGURE 13: Customer Billing screen



Update beneficiaries

Let policyholders verify, update, or change beneficiaries and contingent beneficiaries with ease.

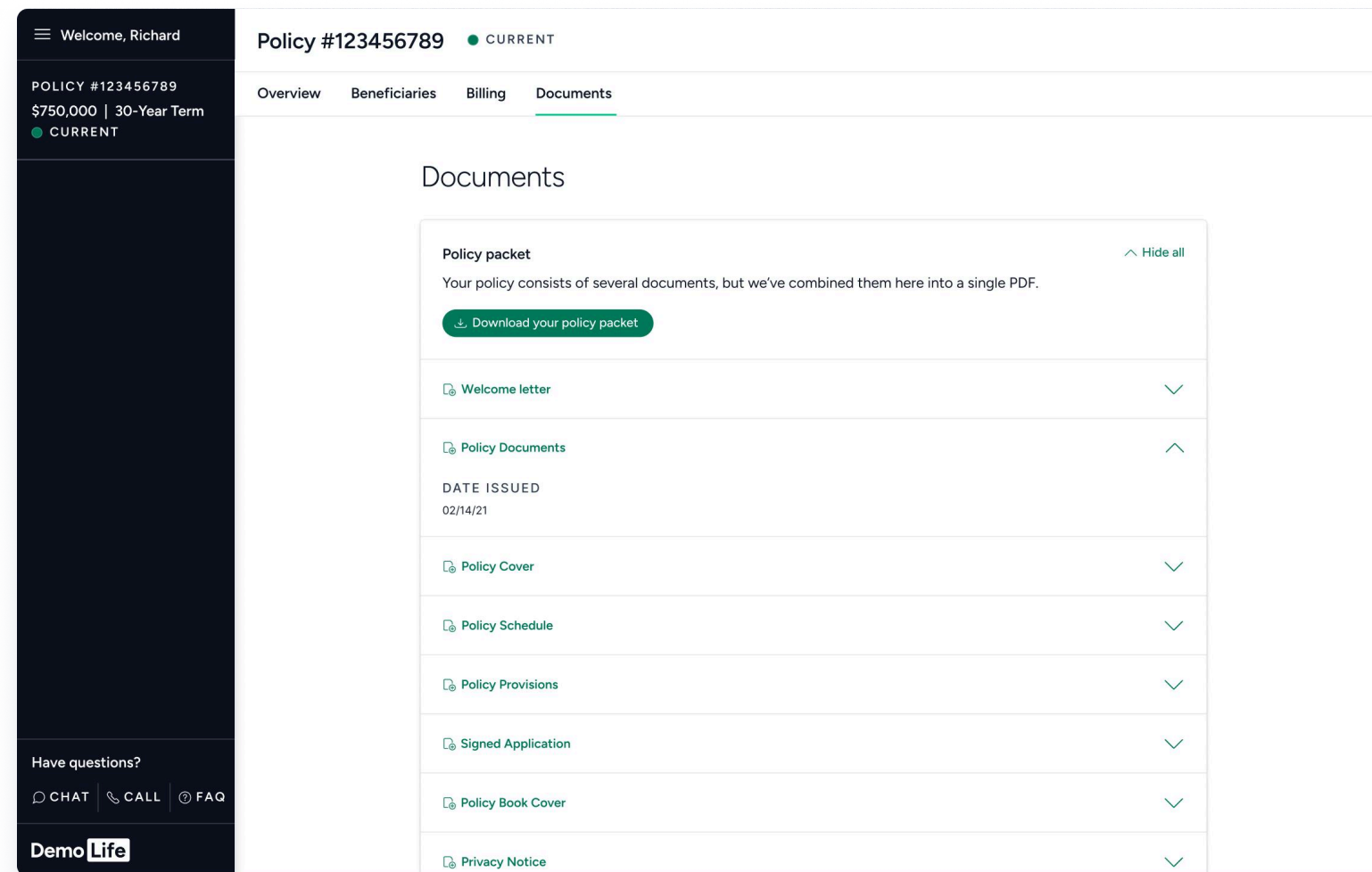
FIGURE 14: Customer Portal Beneficiaries screen



Policy documents

Customers can retrieve their full digital policy packet as well as component policy documents with the touch of a button.

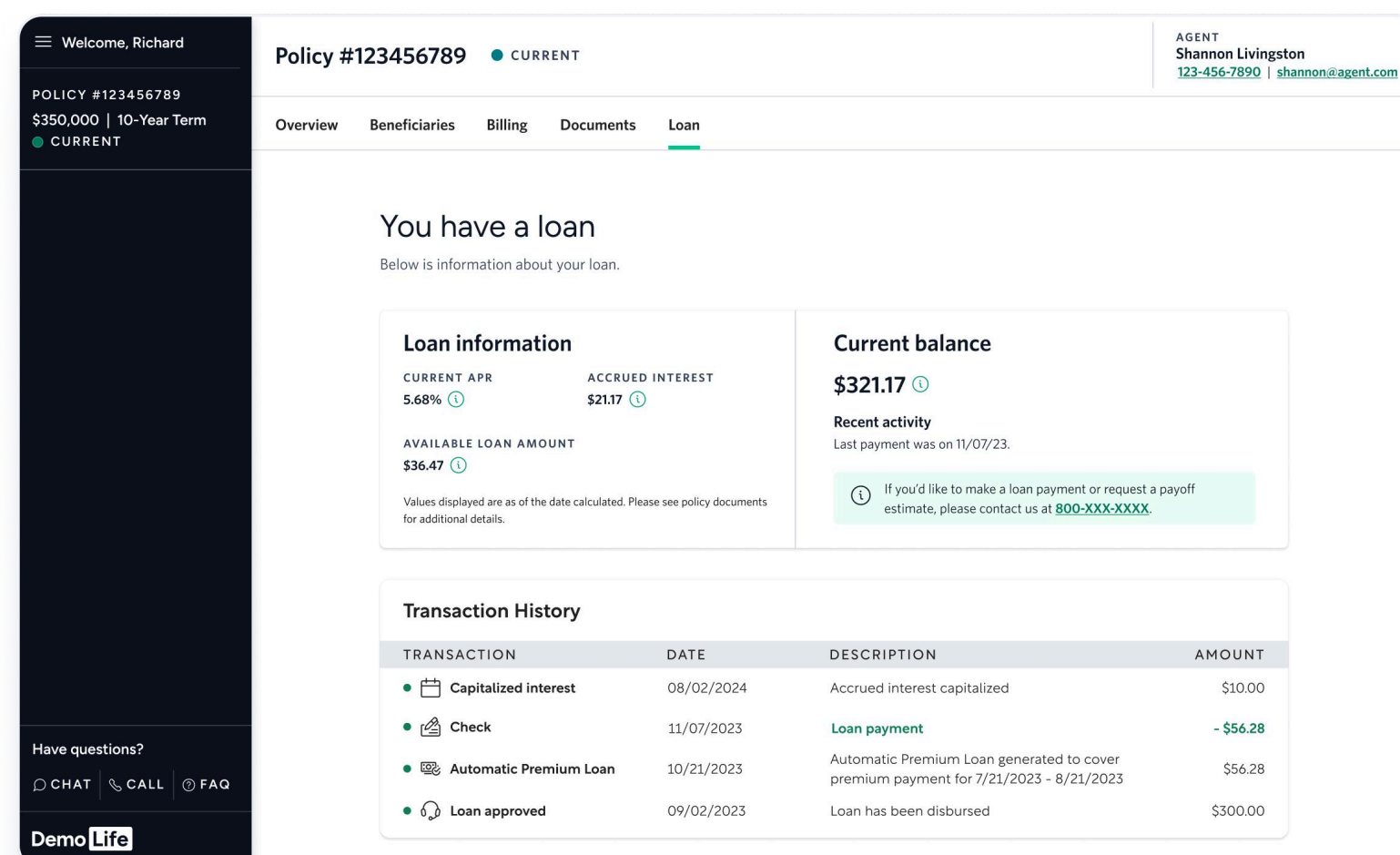
FIGURE 15: Customer Portal Documents screen



Loans & disbursements

Depending on product type, customers can access policy cash value, take out or repay a loan, or even set up an automatic premium loan.

FIGURE 16: Customer Portal Loan screen



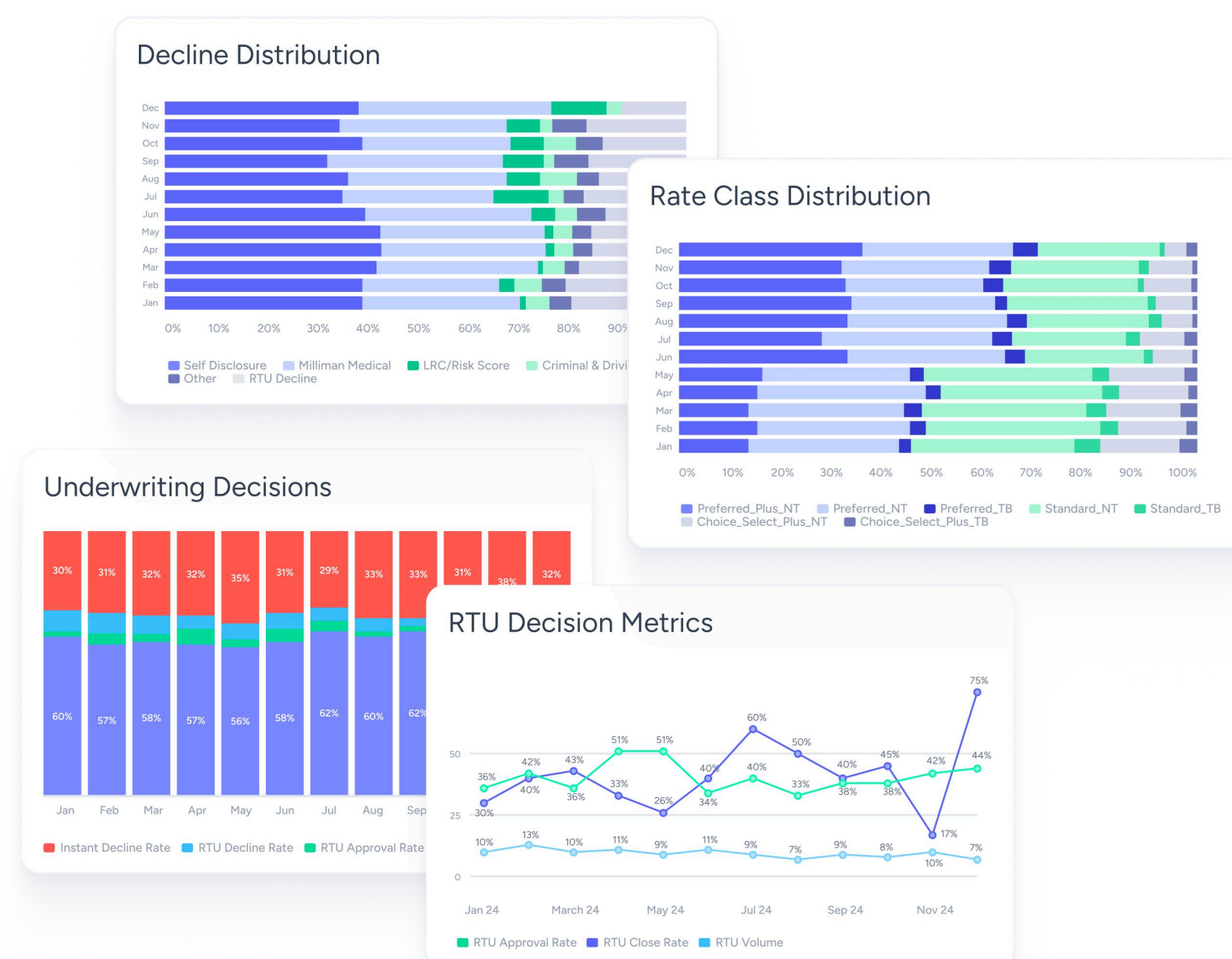
Data intelligence across the lifecycle

Our platform is built on a unified data layer that spans acquisition, administration, and servicing. This eliminates silos and gives carriers a complete, end-to-end view of the customer lifecycle—from first quote to final claim.

With all data flowing through a single system, carriers gain access to actionable insights that drive smarter decisions around servicing, retention, and cross-sell opportunities. Teams can identify patterns, anticipate customer needs, and intervene at the right time with the right message or offer.

Built-in analytics tools make it easy to surface trends, measure performance, and support both business and customer-level decisions—without relying on disconnected systems or external data wrangling.

FIGURE 17: Partner risk dashboards provide real-time breakdowns of risk analytics and product performance



IT

- Fewer systems to maintain and integrate
- Modern, API-driven infrastructure with faster deployments
- Stronger data governance and security with a unified platform

Product

- Greater agility to configure, launch, and service new products
- Insights into usage and customer behavior to inform product design
- Seamless servicing experience that enhances product stickiness

Distribution & agents

- Fewer post-sale issues due to clean handoffs
- Visibility into policy and servicing status to support clients proactively
- Stronger retention and cross-sell opportunities through lifecycle data

Executive leadership

- Lower servicing costs, higher operational efficiency
- Improved customer satisfaction and retention
- Unified data to support strategic decisions and business growth

Why now: The tipping point for legacy system replacement

The pressure on carriers to modernize is no longer optional—it's urgent. Customer expectations are rising fast, regulatory requirements are growing more complex, and competition is accelerating across both traditional and digital channels.

Legacy admin systems that once seemed “good enough” are now active liabilities. They can't scale to handle increasing policy volumes, they slow down product and service innovation, and they leave carriers exposed to operational and compliance risk.

At the same time, growth requires agility. Carriers need to bring new products to market faster, adapt to customer feedback in real time, and deliver a seamless experience across every touchpoint. That's not possible on outdated infrastructure.

The industry is at a tipping point. Replacing legacy admin platforms is no longer a long-term IT project—it's a near-term business imperative. Carriers that act now will be positioned to scale, compete, and win. Those that delay will fall further behind.

The ROI of centralized administration

Modernizing policy administration isn't just a technical upgrade, but a business case with clear, measurable return.

Cost savings

Reducing manual processes, eliminating redundant systems, and offloading support through self-service significantly lowers operational and CX costs.

Service automation

Automating routine servicing tasks shortens resolution times, reduces error rates, and improves consistency. Fewer handoffs mean less overhead and better outcomes.

Long-term scalability

A centralized, flexible platform scales with your growth—handling more policies, more data, and more complexity without added strain. You gain the agility to evolve products and processes as the market demands.

The bottom line:

centralized administration is more efficient and more profitable.

Conclusion: Modern administration for real transformation

Bestow's platform is a fully unified system that powers the entire policy lifecycle, from acquisition to servicing. While this white paper focuses on administration, the value of modernization is multiplied when paired with a new business experience that's just as intelligent, fast, and integrated.

Still, the need to modernize admin systems stands on its own. Legacy platforms are actively dragging carriers down—fragmenting data, slowing service, inflating costs, and creating blind spots across the customer lifecycle. In a market where expectations are rising and speed is critical, outdated infrastructure is a liability.

Centralized, end-to-end administration delivers immediate returns: lower servicing costs, fewer errors, faster resolution, and full-lifecycle visibility. Bestow lays the groundwork for real agility, stronger retention, and sustainable growth.

The carriers that modernize now will lead. The rest will be left reacting.

[Explore how we unify the full lifecycle by reading our new business white paper.](#)

Let's talk

Whether you're piloting new products, building a digital channel, or transforming your entire acquisition ecosystem, Bestow's platform is built to meet you where you are—and take you where you want to go.

BESTOW

