

# BESTOW

## Digital-first new business experiences for customers and agents.

Published: August 2025

For the latest information, please see [www.bestow.com](http://www.bestow.com)

# Table of Contents

Introduction: The modernization imperative	3
The problem: A disjointed experience	4
The solution: A unified acquisition platform	6
Platform capabilities: Application suite	7
Platform capabilities: Agent tools	8
Platform capabilities: Product configuration & underwriting technology	9
Platform capabilities: Underwriting workbench	10
Compliance and security by design	11
Intelligence that drives outcomes	12
Key benefits for carrier stakeholders	15
Case study	16
The ROI of a unified acquisition platform	17
Why now: the strategic advantage	18

# Introduction: The modernization imperative

The life insurance industry is undergoing a quiet revolution. Consumer expectations, agent workflows, and regulatory standards are all shifting toward digital-first models—and carriers that can't adapt risk falling behind. What was, until recently, framed as an IT challenge, has become a boardroom priority.

Modern buyers demand convenience, speed, and transparency. Agents want tools that help them close business, not create more administrative drag. And internal stakeholders—from underwriting to operations—face increasing pressure to reduce cycle times and acquisition costs.

Unfortunately, many carriers are constrained by legacy architecture, siloed systems, and a patchwork of vendors that were never designed to work together. The result is a fragmented acquisition journey that frustrates users, slows growth, and introduces unnecessary risk.

To lead in a digital-first market, carriers must modernize their acquisition infrastructure. The opportunity is clear—and so is the urgency.

Bestow's platform encompasses the entire customer lifecycle through policy administration, but this white paper will focus on the acquisition of new customers.

Bestow's platform, purpose-built for the life insurance industry, delivers on the promise of a unified solution that seamlessly connects every step of the acquisition process—from quote to policy delivery. Designed with scalability, compliance, and ease of integration in mind, the platform eliminates the need for multiple vendors or homegrown patchwork solutions.

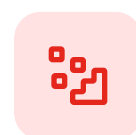
This white paper outlines the industry challenges caused by disjointed systems, and presents Bestow's future-focused solution: a single, modern platform that redefines how life insurance is bought, sold, and issued.

## The problem: A disjointed experience

Most carriers have evolved their acquisition processes incrementally, adding point solutions to address specific gaps. Over time, this creates an ecosystem of siloed technologies and workflows—each solving part of the puzzle, none solving the whole.

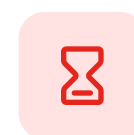
The result of a piecemeal solution is that multiple disconnected vendors don't always play nicely together and often result in manual processes, inconsistent data standards and formats, and limited visibility across the full acquisition lifecycle. That leaves those responsible for meeting business objectives shooting in the dark.

### Common pain points



#### Disjointed data & systems

- ✘ **No single source of truth**  
Data is spread across quoting tools, e-apps, underwriting systems, payment processors, and delivery platforms. This leads to inconsistencies and reconciliation nightmares.
- ✘ **Duplicate data entry**  
Agents, underwriters, and ops staff often re-enter the same information across multiple systems—introducing errors and wasting time.
- ✘ **Analytics blind spots**  
It's nearly impossible to get end-to-end visibility into the funnel or use data to drive continuous improvement.



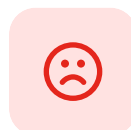
#### Slower time-to-issue

- ✘ **Manual handoffs**  
Each system handoff (e.g., e-app to underwriting) introduces delay and risk.
- ✘ **Workflow bottlenecks**  
Underwriting decisions might be held up waiting for data from disconnected tools or third-party platforms, while agents are charged with chasing down clients for more information.
- ✘ **Lack of automation**  
Legacy tools don't support real-time eligibility logic, leading to more cases requiring manual review.



## High total cost of ownership

- ✘ **Multiple vendor contracts**  
Multiple vendor contracts: Each tool comes with its own pricing model, license fees, and service-level agreements.
- ✘ **Ongoing integration costs**  
APIs or middleware solutions require constant updates and maintenance.
- ✘ **Custom dev work**  
Maintaining the glue between systems pulls resources away from innovation. Filling the gaps in legacy systems only adds tech debt to be resolved, at high cost, down the road.



## Poor agent & consumer experience

- ✘ **Fragmented agent workflows**  
Agents must navigate different portals and logins, increasing friction and training time.
- ✘ **Lack of transparency**  
Applicants don't get clear status updates or next steps, increasing call center volume and potentially delaying or abandoning conversion.
- ✘ **Longer decision cycles**  
Frustrated customers expect speed and transparency—especially younger buyers and first-time applicants.



## Compliance and risk exposure

- ✘ **Inconsistent application of rules**  
Varying tools may interpret or apply regulatory rules differently. Tech-first single-point solutions don't necessarily factor in industry regulation.
- ✘ **Audit challenges**  
With data scattered across platforms, proving compliance in a market conduct exam or regulatory review becomes more complex.
- ✘ **Fraud risk**  
Lack of visibility into the entire lifecycle makes it difficult to spot or stop worrying trends early and can slow down anti-fraud efforts.



## Inflexibility & slow product iteration

- ✘ **Hard to make changes**  
Updating product rules, rates, or workflows requires coordination across multiple vendors or internal teams. This can delay updates for weeks or even months.
- ✘ **Slow speed to market**  
Launching new products can take 12–24 months—well behind insurtech challengers. Bestow can launch new insurance products in as little as 4 months.
- ✘ **No test-and-learn culture**  
Innovation slows when simple changes take months to implement. In a web of solutions, a single vendor's limitations can suffocate holistic transformation initiatives.

# The solution: A unified acquisition platform

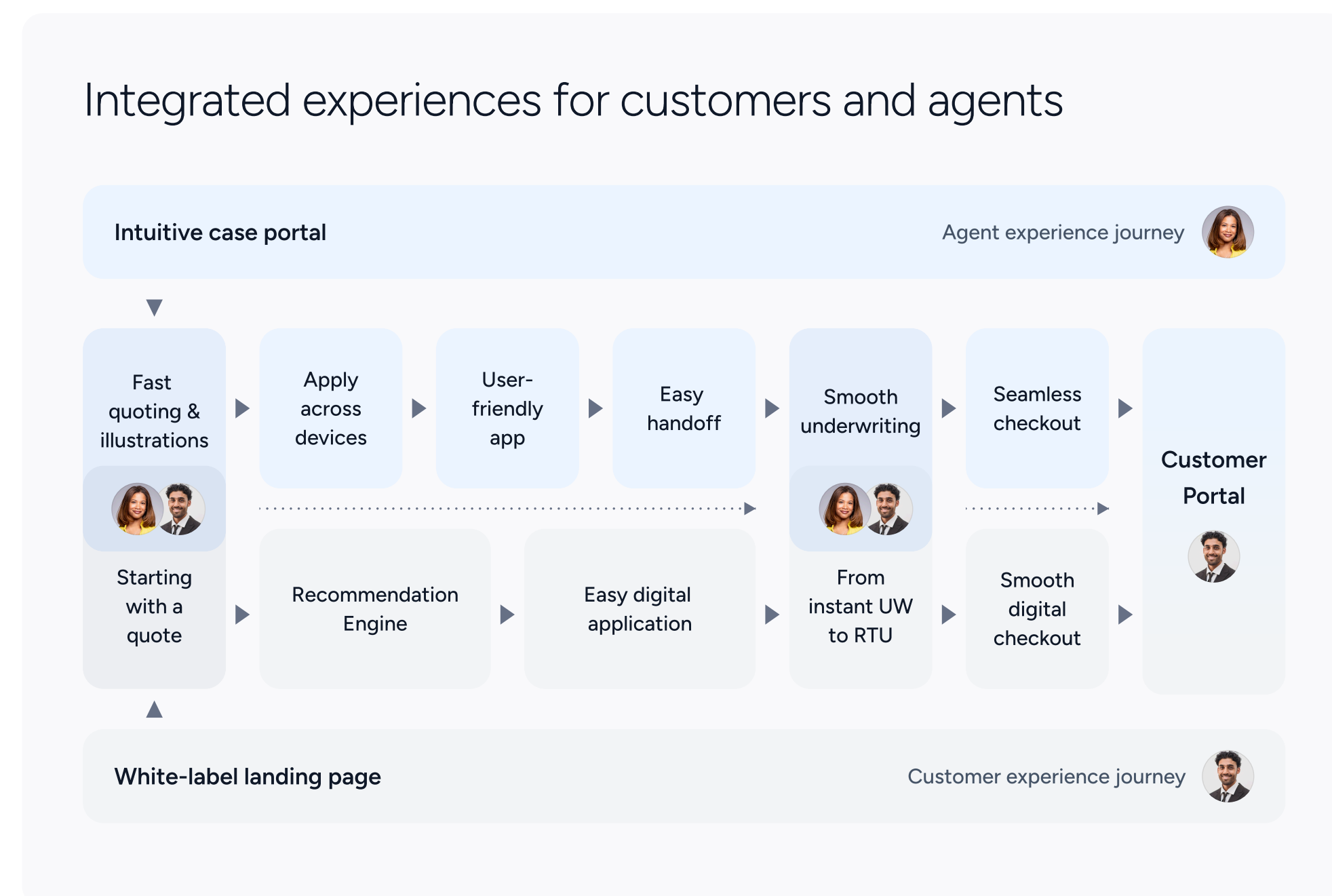
We've reimaged the life insurance acquisition process from the ground up. Bestow's platform consolidates every core function—quoting, e-app, underwriting, payments, and policy delivery—into a single, cloud-based ecosystem.

## Supported products

Our platform supports a range of products, including:

- Term Life
- Whole Life (Final Expense, IUL)
- Annuities

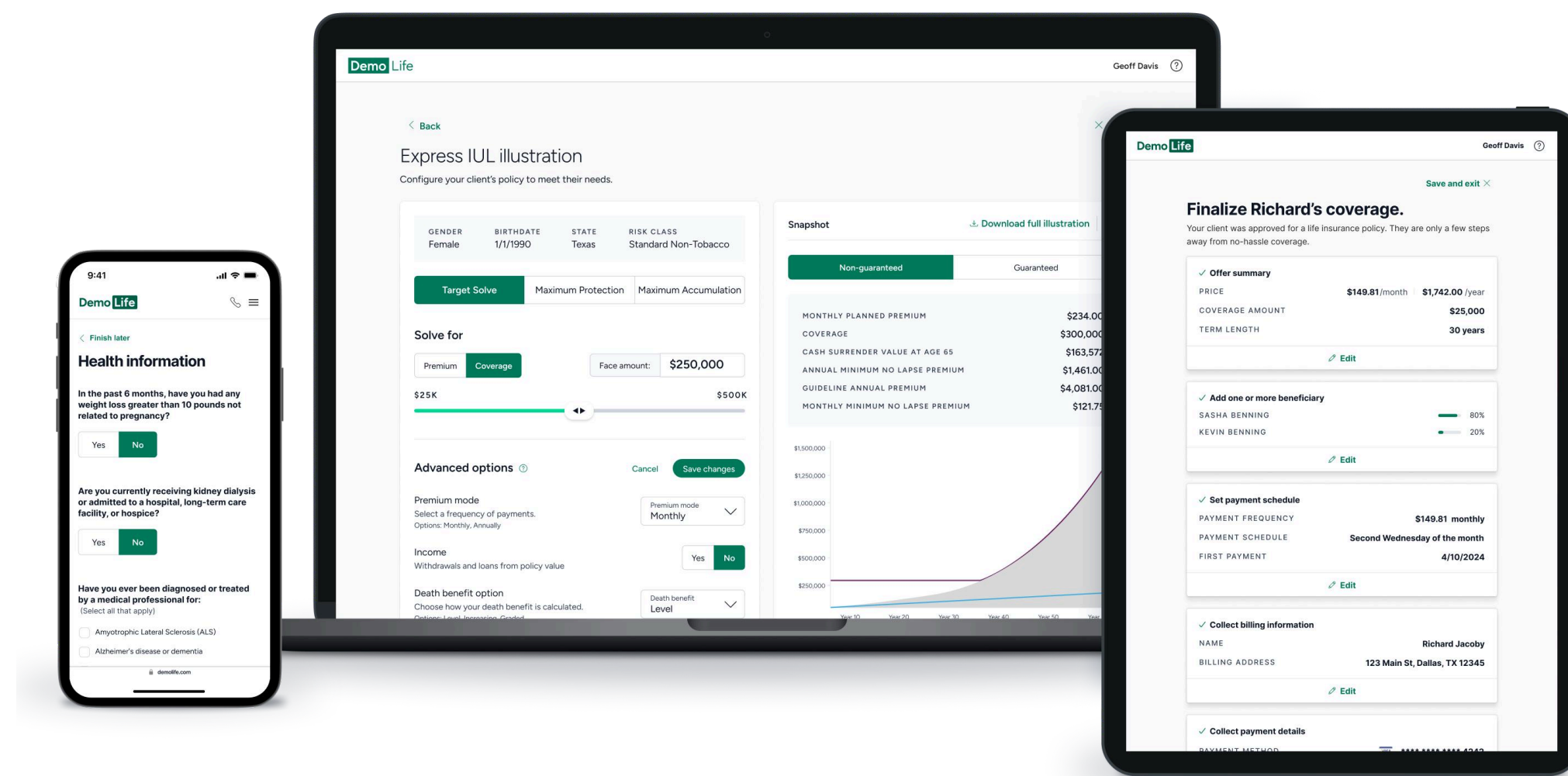
FIGURE 1: Insurance buying journey for both agents and customers.



# Application Suite

Comprehensive, compliant, and purpose built from quote to e-app, Bestow's Application Suite verifies identity, processes payments, and automates document delivery in compliance with all state-by-state regulations.

FIGURE 2: Application Suite displaying Illustration, application and coverage adjustments screens.



## Components

### Illustrations, quoting and application

Give customers and agents access to dynamic illustrations, instant quotes and seamless, digital applications. Consumers get the online experience they expect, while the agent-assisted application works across devices (laptop, tablet, phone, etc.) and creates a smooth sales process in person, virtually, or over the phone.

### Signature & ID authorization

Help reduce fraud and protect both consumers and carriers with modern identity verification protocols, pin-to-sign, and eSignature functionality for applications, policy documents, and any digital consent agreements required for your product or business.

### Payments and billing

Eliminate friction and empower customers, agents, and administrators with flexible options for billing and payments, including support for credit card/ACH payments, payment scheduling via Social Security benefits, and even the ability for customers to make post-issue adjustments on their own.

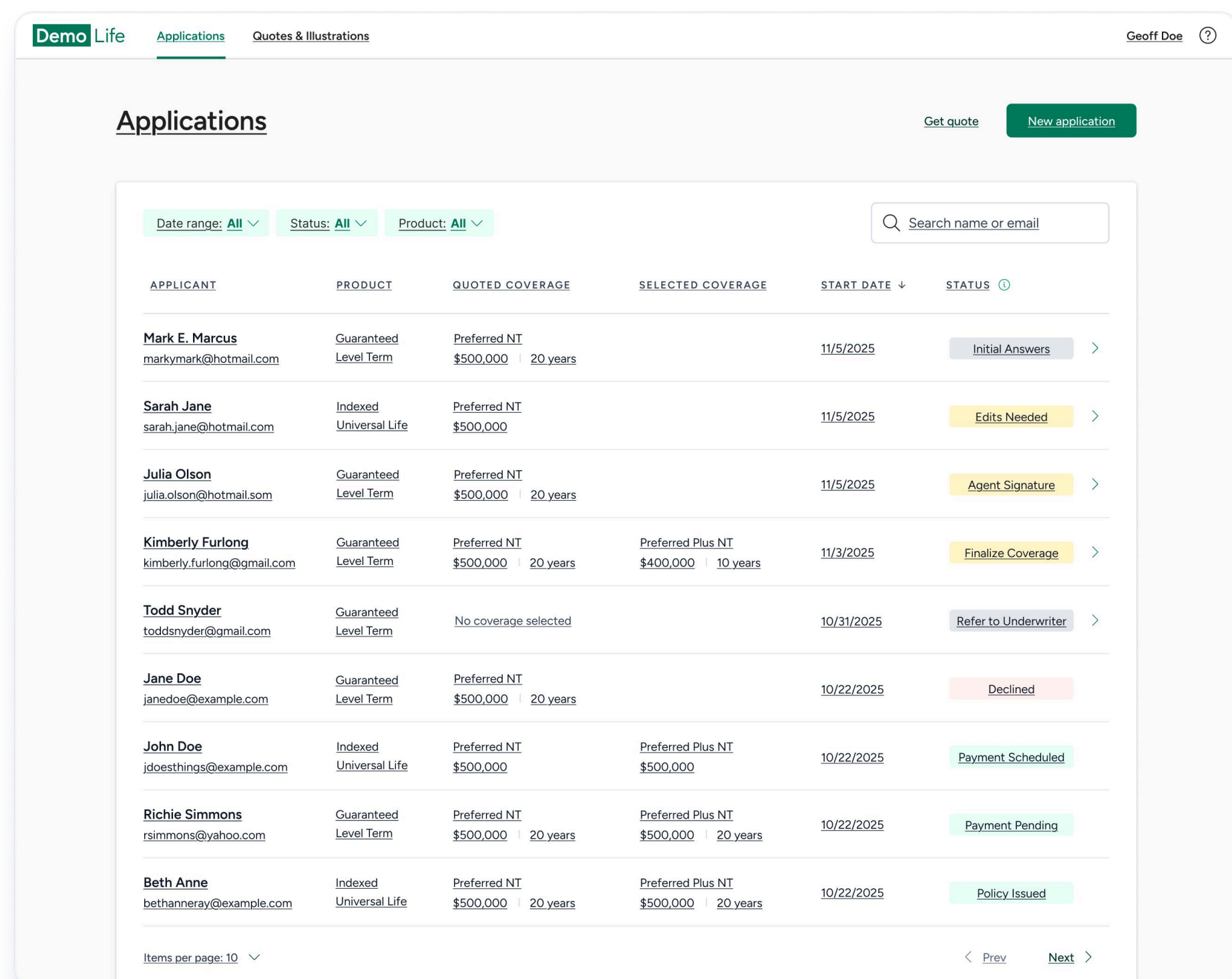
### Policy delivery

Upon purchase, policy documents are generated instantaneously and then automatically sent electronically to the policyholder and other appropriate parties — an experience that leaves customers happy while saving carriers time and money.

# Agent Tools

Bestow’s agent portal was built in collaboration with real field agents to deliver unique and powerful features. For one carrier, Bestow built a digital final expense product, and adoption rates among eligible agents hit 61% in the first quarter.

FIGURE 4: Agent Portal new business case overview screen.



## What features keep agents coming back?

### Cross-device consistency

Bestow’s portal and application experience is consistent across smartphone, tablet, and desktop use cases, with built-in digital flows to accommodate in-person or remote sales scenarios.

### Application pause and resume

Agents can pause and resume applications at any time, even across channels. For example, an agent might begin an application in person and later continue it virtually or over the phone — all within the same seamless digital experience.

### Instant quotes and illustrations

With minimal client info, instantly generate dynamic quotes and illustrations with the ability to easily adjust for coverage amount, desired premium cost, term length, etc.

### Post-decision coverage adjustments

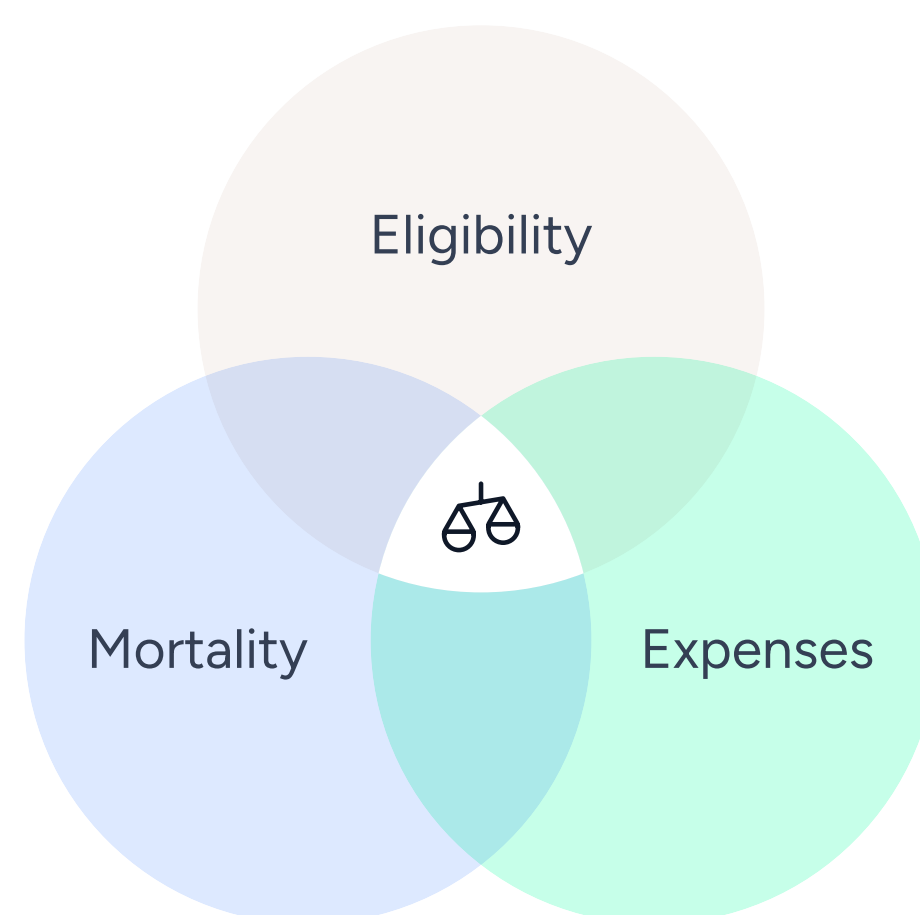
Needs change. People change their minds. So flexibility is key. That’s the thought behind our post-decision coverage adjustment feature, a first-of-its-kind capability allowing for the adjustment of face amount, premium, and term length between approval and purchase.

## Product configuration & underwriting technology

### Build a balanced program

Get everything you need to build and launch from-scratch underwriting programs that balance goals like eligibility, mortality, and expenses.

FIGURE 5: Diagram of balancing goals



#### Program design

Design and implementation of risk evaluation philosophy to achieve your unique business objectives

#### Workflow

Automated sequencing of data calls, human triage, and decisioning activities from application submit to decision

#### Rules engine

Automated evaluation of data points from self-disclosure and third-party data calls

#### Compliance & security

Built-in compliance and data security that's flexible enough to keep up with changing regulations and technology

### Powerful rules engine

Our sophisticated digital rules engine simplifies the complexities of building an underwriting program while keeping carriers in control of key customizations like:

#### Underwriting rules and criteria

Start with our existing framework or build a custom program based on your established risk philosophy.

#### Risk thresholds

Completely customize your risk thresholds to balance business goals like eligibility, mortality, and program expenses.

#### Decisioning spectrum

- Instant digital issue
- Refer to underwriter
- Full underwriting

# Underwriting Workbench

A comprehensive underwriting workbench integrates an already wide array of standard and specialized data (ie: APS, Rx, MVR, EHR, MiB, Milliman, etc.).

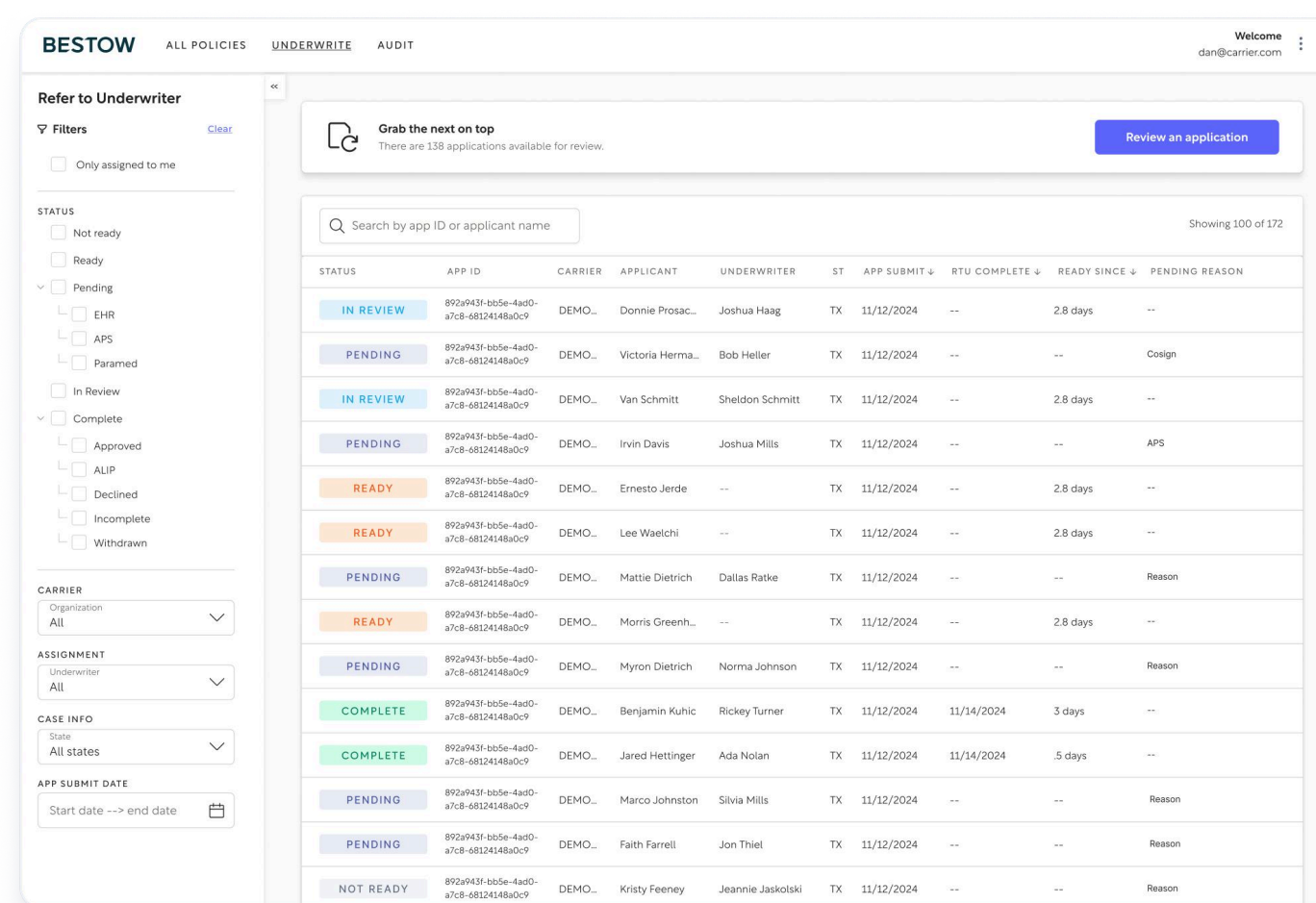
## Workbench dashboard

We've collaborated with underwriters in the field to create a workbench that's both powerful and user friendly. The main dashboard view is clear and easy to navigate, with intuitive filtering options and straightforward case status details.

From the dashboard you can:

- Filter cases using the side bar
- Search for a specific case
- View real-time case statuses across multiple policies and applicants

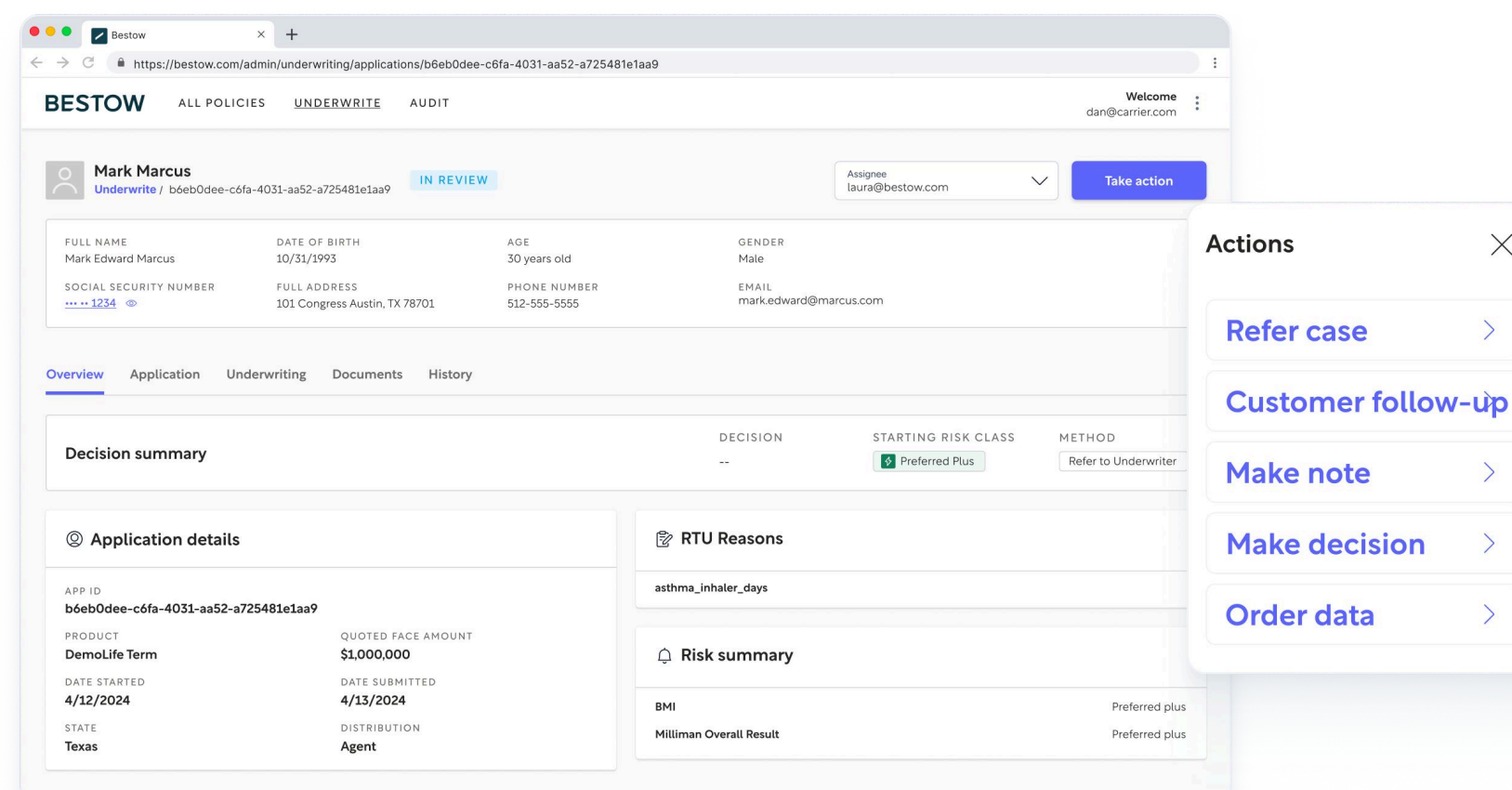
FIGURE 6: Underwriter workbench case overview screen



## Comprehensive case overview

The case overview page offers applicant, product, and status details as well as clear action paths.

FIGURE 7: Underwriter workbench individual case view



# Compliance and security by design

Modernization can't come at the expense of regulatory risk or data security. Bestow's platform was built by industry veterans and with a compliance-first mindset— to give carrier leadership the confidence to modernize safely and at scale.

## Regulatory assurance

- **Automated compliance workflows**  
Built-in jurisdictional logic ensures the correct forms, disclosures, and e-signature protocols are applied based on applicant location.
- **Audit-ready documentation**  
Every transaction, status update, and agent action is logged and time-stamped for end-to-end traceability.
- **Secure, compliant document retention**  
All forms, signatures, and communications are securely stored in alignment with HIPAA, NAIC standards, and NIST 800-53 control requirements. These controls are independently audited, with a SOC 2 Type 2 report issued annually to validate ongoing compliance.

## Security architecture

- **Encryption at rest and in transit**  
All data is encrypted at-rest using industry-standard AES-256, and in-transit using TLS 1.2 or higher, in alignment with NIST standards.
- **Role-based access control**  
Granular, role-specific permissions enforce the principles of least privilege and minimum necessary access, ensuring internal users and distribution partners have only the access required to perform their responsibilities.
- **Adaptive threat monitoring**  
We conduct continuous vulnerability scanning and infrastructure monitoring, alongside comprehensive annual penetration testing that covers network and web applications— ensuring proactive defense against an ever-evolving threat landscape.

## Risk reduction

- **Vendor consolidation**  
Reduces surface area for third-party risk and simplifies vendor due diligence and audits.
- **Policy-centric data context**  
Payments, forms, and documents are fully tied to policy and applicant records—improving oversight and reducing compliance and fraud exposure.

## Speed without compromise

Carriers using our platform can go live in as little as 4 months—a fraction of the typical timeline. And once live, product updates or rule changes can often be deployed in days, not months, giving teams the agility to respond to market shifts, pricing strategy changes, or regulatory updates in near real-time.

The result? Greater operational confidence—and fewer regulatory surprises.

# Intelligence that drives outcomes

Modernization isn't just about digitizing workflows—it's about unlocking insights. The Bestow platform captures high-fidelity, structured data at every step of the acquisition journey, giving carriers a real-time lens into performance, risk, and opportunity.

## Data as a strategic asset

With a single platform powering the entire front-end journey, carriers gain a consolidated, accurate dataset that can be used to:

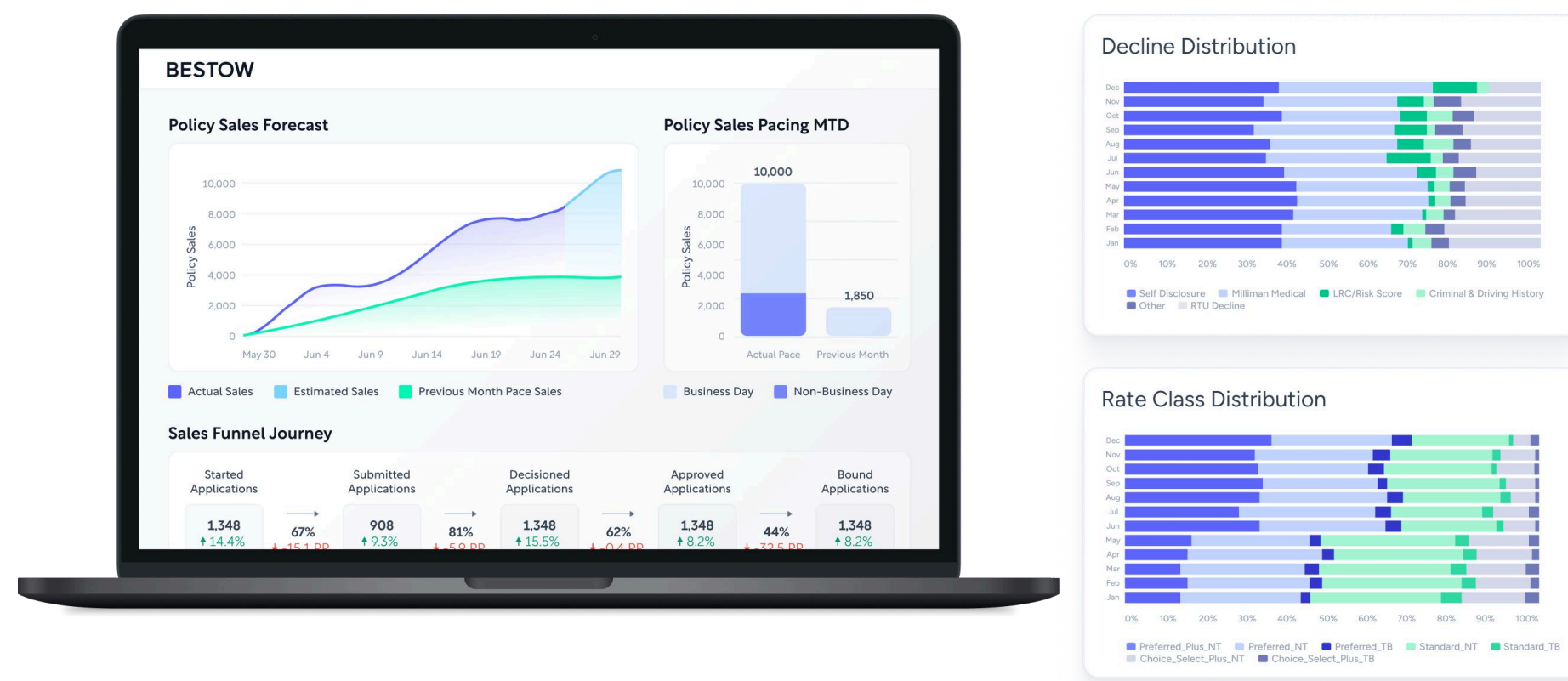
- Fine-tune product and pricing strategies based on actual applicant behavior drop-off patterns, and underwriting outcomes.
- Identify friction points across the application process that impact completion rates.
- Benchmark agent performance across channels, geographies, and product types.

This intelligence helps carriers move from reactive to proactive decision-making, closing the feedback loop between distribution, underwriting, and product.

## Partner sales and risk dashboard

Get robust funnel insights that combine unit economics and proprietary data models for a curated view of product health and performance.

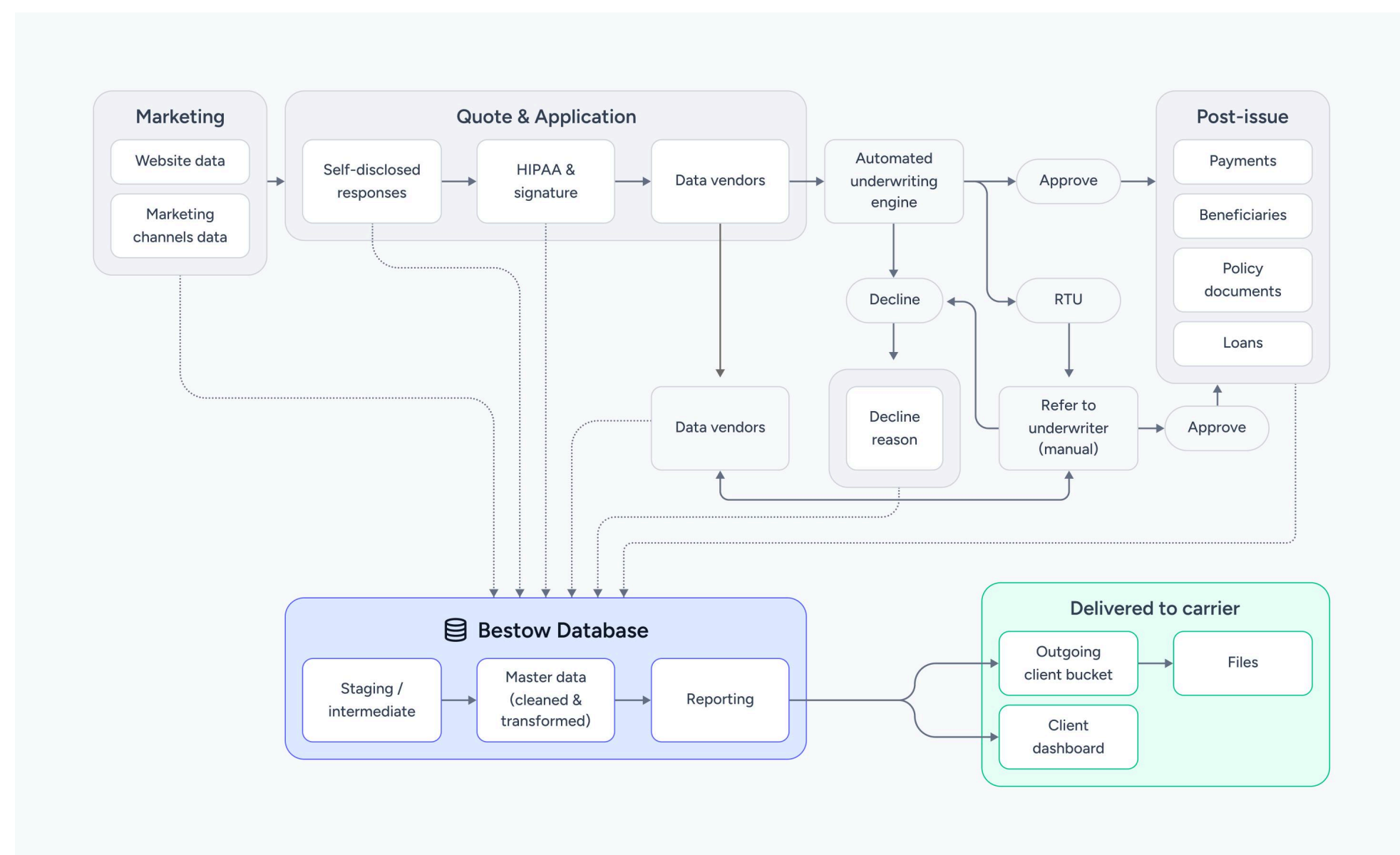
FIGURE 8: Partner sales and risk dashboards provide real-time breakdowns of risk analytics and product performance



## Holistic policy lifecycle data

Give your teams full end-to-end visibility into the entire customer journey and policy lifecycle.

FIGURE 9: Lifecycle of policy data throughout the value chain



### Governance

To ensure your data maintains a high-degree of fidelity and confidence, Bestow utilizes a governance team composed of data analysts, data scientists, data engineers, and software engineers.

### Privacy

All carrier data is securely isolated. Bestow employs AES-256 encryption and Integrity Monitoring (FIM) for all data at rest, and data in transfer always follows the latest NIST standards.

### Tailored data feeds

Our data integration team will meet your unique data needs, from specific file types and formats to complex regulatory requirements.

# Recommendation Engine: smart guidance for every applicant

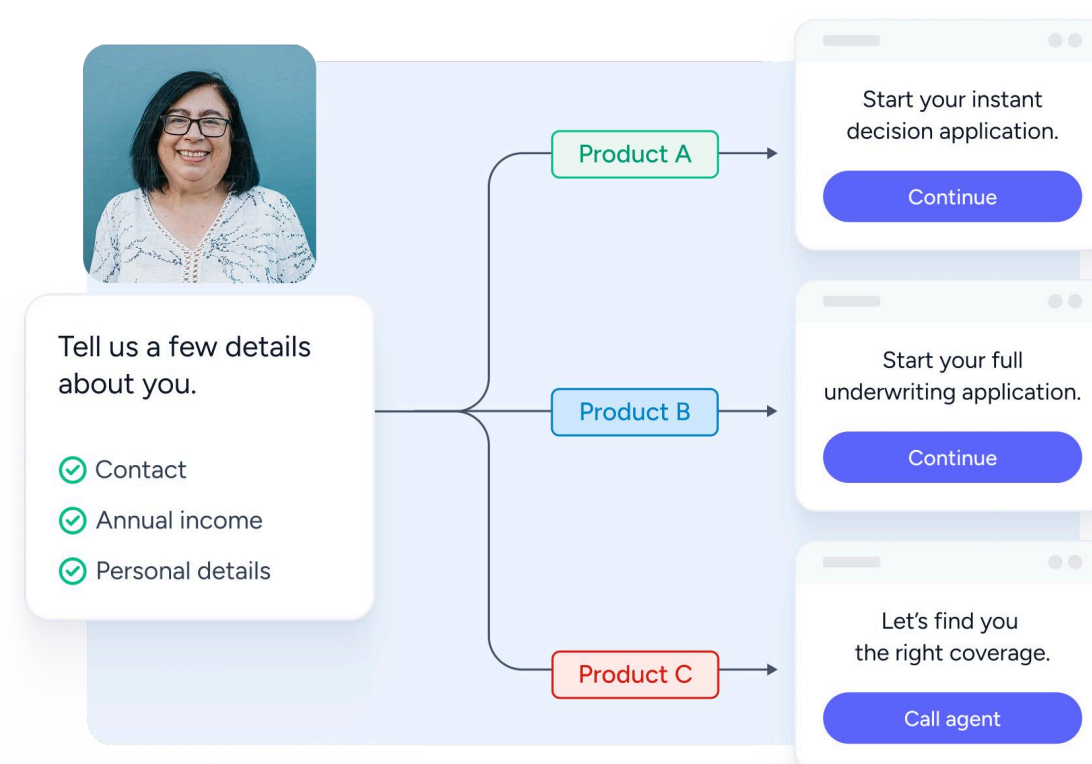
When it comes to suitability, it all starts with our Recommendation Engine—a proprietary tool designed to match applicants with the right products, faster.

Using real-time inputs (age, health profile, eligibility criteria, and more), the engine evaluates which products an applicant is most likely to qualify for or even purchase—guiding them toward the best-fit option from the start.

For consumers: It reduces the frustration of declined applications or drawn-out underwriting.

For carriers: It boosts bind rates while helping ensure risk alignment. And can lower underwriting costs.

FIGURE 10: Diagram example of recommendation engine flow

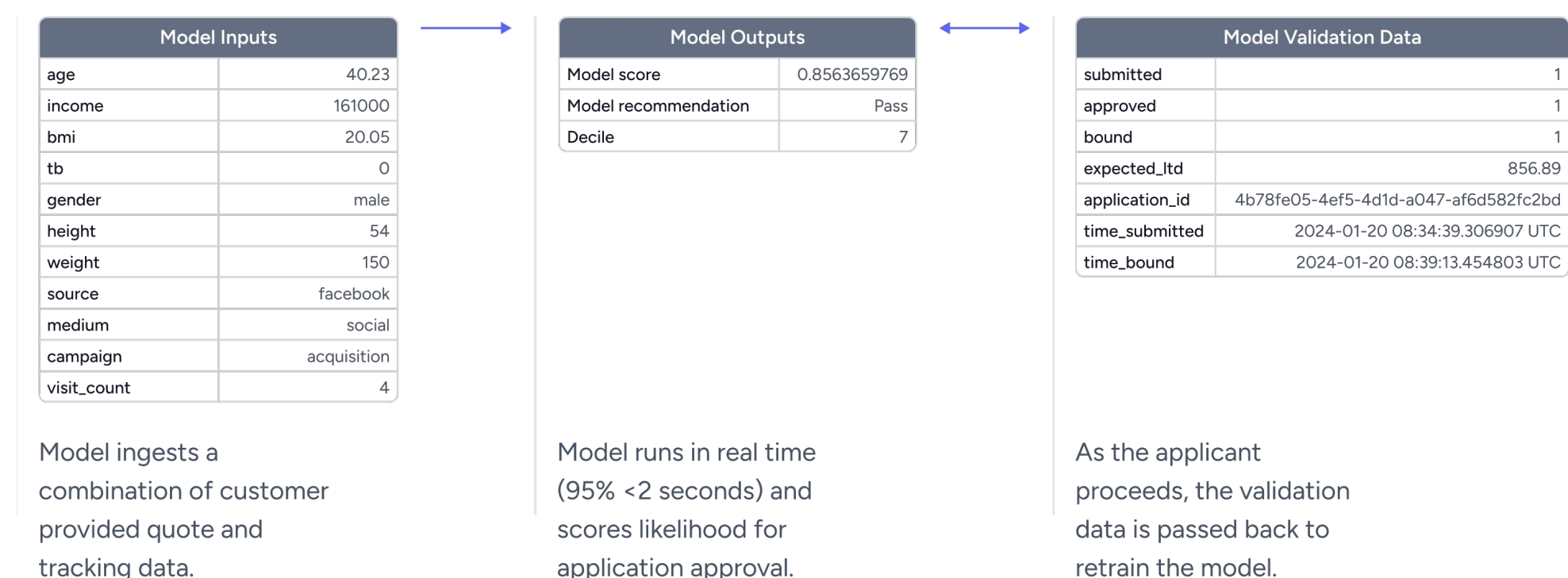


## Bestow's Recommendation Engine employs automated backend processes to:

- Pre-sort and tier customers
- Determine likelihood of approval
- Determine likelihood of purchase
- Route customers to best product fit, including 3rd party offboarding

## Real-time models drive differentiated customer experiences.

FIGURE 11: Diagram of model input, output and validation data



# Key benefits for carrier stakeholders



## Executive leadership

### Accelerated product launches

Quickly capitalize on market opportunities and launch new products in just a few months.

### Modern customer experience

Compete with D2C brands and insurtechs on speed, simplicity, and customer satisfaction.

### Platform consolidation

Reduce licensing, vendor management, and IT maintenance costs.



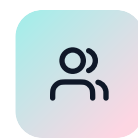
## Operations & underwriting

### Process automation

Slash manual steps and decision timelines.

### Data transparency

Real-time visibility across the acquisition journey, with analytics dashboards for underwriting, conversions, and bottlenecks.



## Distribution & sales

### Streamlined agent experience

One interface, fewer touch points, and fewer abandoned apps.

### Improved submission quality

Reduce back-and-forth and empower agents with smarter tools.



## Compliance & risk

### Built-in controls

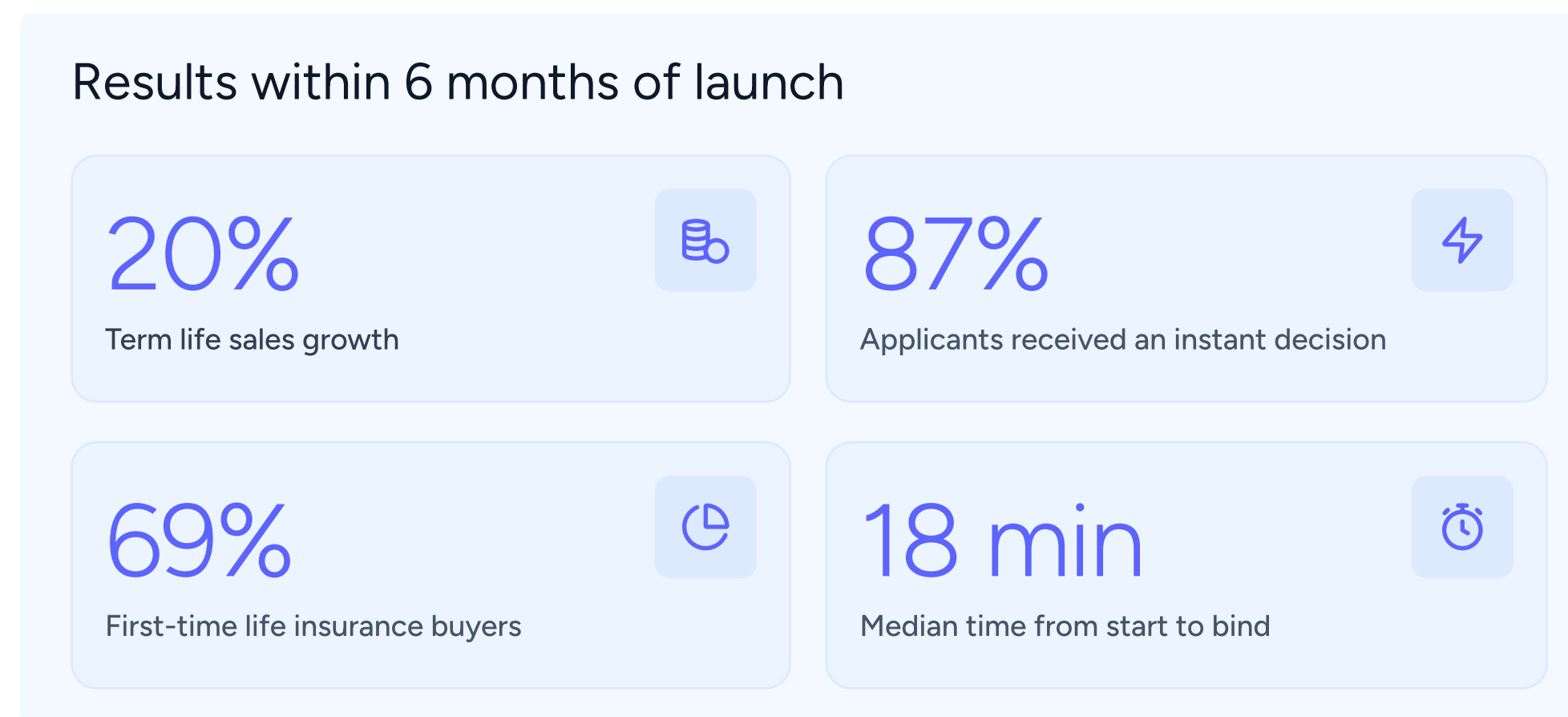
Reduce exposure to state-by-state compliance gaps.

### Data governance

Centralized data model simplifies record retention, audits, and regulator reporting.

# Case Study

A top 20 U.S. life insurer partnered with Bestow to modernize its direct-to-consumer term life acquisition experience. The goal: simplify the buying journey, improve conversion, and expand reach—especially among underserved first-time buyers.



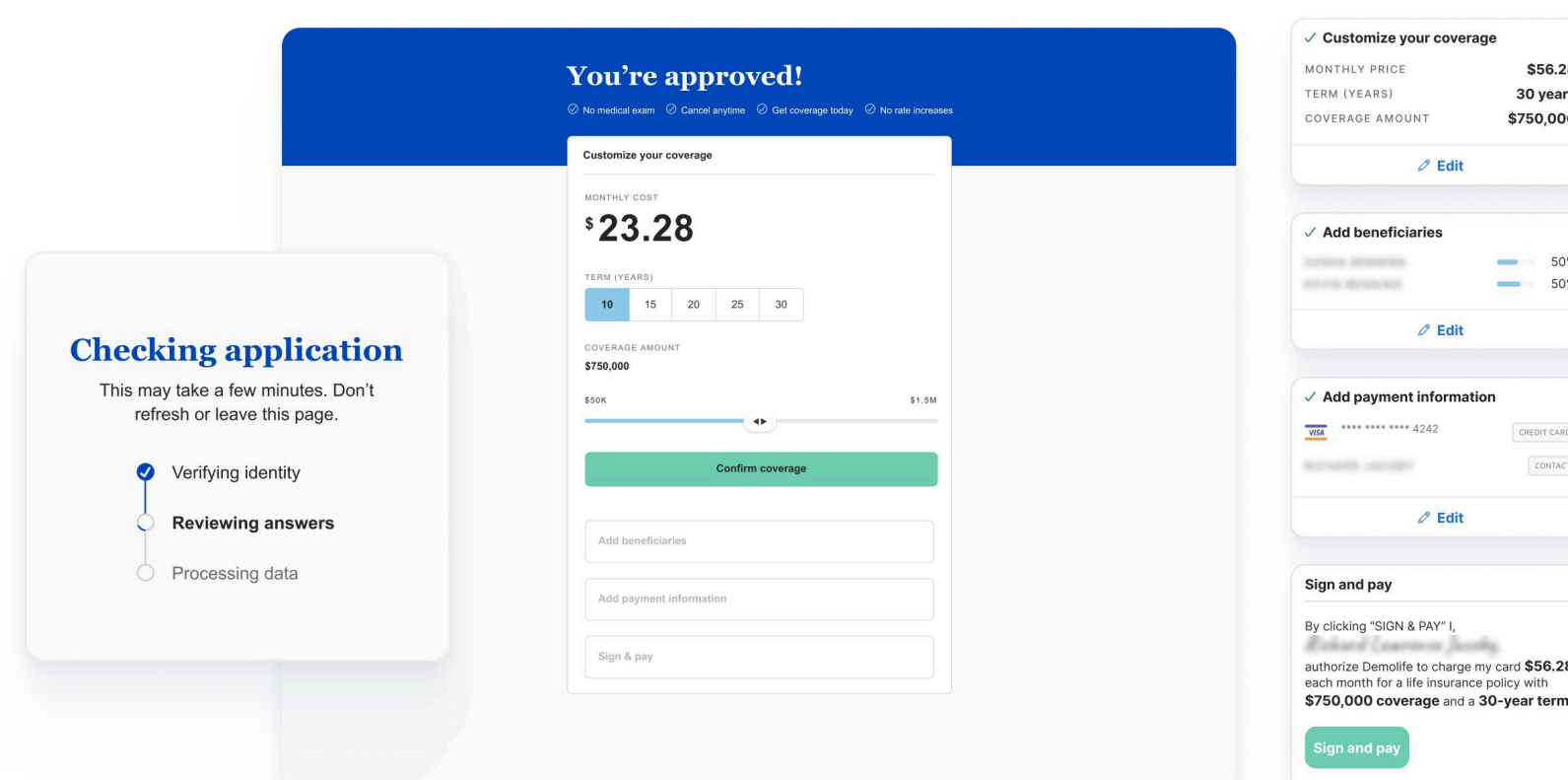
## Speed without compromise

By implementing our unified acquisition platform, the carrier launched a fully digital experience that covered quoting, application, underwriting, payments, and policy delivery (as well as pre- and post-issue servicing and customer portals)—all within a seamless, branded front end.

These outcomes weren't just digital KPIs—they represented a broader shift in how the carrier engaged new demographics, accelerated underwriting, and proved that a streamlined acquisition model could drive real growth.

This wasn't a marginal upgrade. It was a leap forward in how modern life insurance can be sold—and scaled.

FIGURE 12: Example instant decision screen and check out flow.



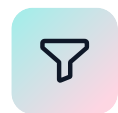
# The ROI of a unified acquisition platform

Investing in a fully integrated life insurance acquisition platform isn't just a technology upgrade—it's a strategic financial decision with measurable and lasting returns. Carriers that consolidate fragmented workflows onto a single, intelligent platform realize meaningful benefits across both cost and growth metrics.



## Lower operational costs

Replacing a patchwork of systems with a unified platform eliminates redundancies—think multiple licenses, maintenance contracts, and costly integrations. Automation dramatically reduces manual workflows across quoting, underwriting, and policy delivery, while centralized data reduces compliance risk and rework.



## Higher placement and conversion rates

A streamlined digital journey means fewer friction points, fewer abandoned applications, and more customers making it to the finish line—especially first-time buyers. The improved experience (and technology like Bestow's Recommendation Engine) lifts placement rates and revenue per lead.



## Greater agent productivity

With everything in one place—quoting, e-app, tracking, and updates—agents can focus on selling rather than switching between systems or rekeying data.



## Enhanced data and decisioning

Integrated platforms unlock real-time visibility across the entire acquisition funnel. Clean, structured data feeds more confident product design, pricing strategies, and underwriting models.



## Faster time-to-issue

Digital validation, intelligent form logic, and automated underwriting orchestration can compress cycle times from weeks to minutes. The result? Fewer drop-offs, faster conversions, and a superior customer experience.

# Why now: the strategic advantage

The industry is in flux. New entrants are rethinking acquisition. Regulators are enabling digital transformation. Consumers are demanding it. And the decisions carriers make today will have far reaching impacts on revenue and profitability a decade from now.

## The opportunity

- Be among the first wave of carriers to offer a truly modern, seamless, digital-first acquisition journey.
- Shift from defensive digital investments to offensive innovation.
- Future-proof your business by consolidating onto a platform that can adapt, scale, and lead.

## Regulatory tailwinds

State and federal regulators are increasingly supportive of digital innovations that improve transparency, consumer protection, and accessibility. From e-signature acceptance and remote ID verification, to accelerated underwriting using third-party data, the regulatory landscape is moving to accommodate a more digital-first model of distribution and decision-making.

This shift not only reduces barriers for carriers embracing modernization—it actively rewards early adopters who can demonstrate compliant, customer-centric digital journeys.

Modernization doesn't have to be complex. It just has to be comprehensive—and intentional.

## 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.

