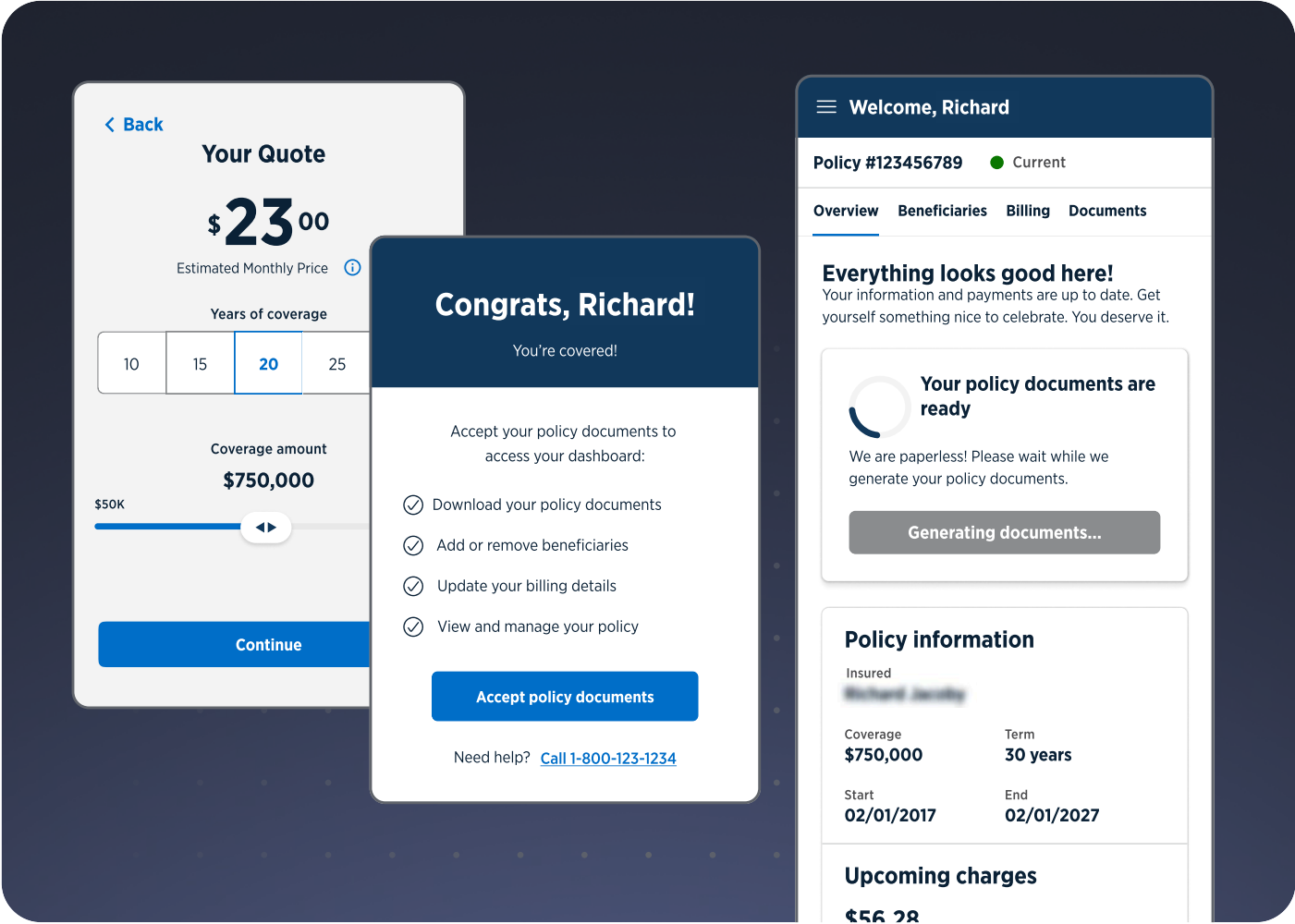
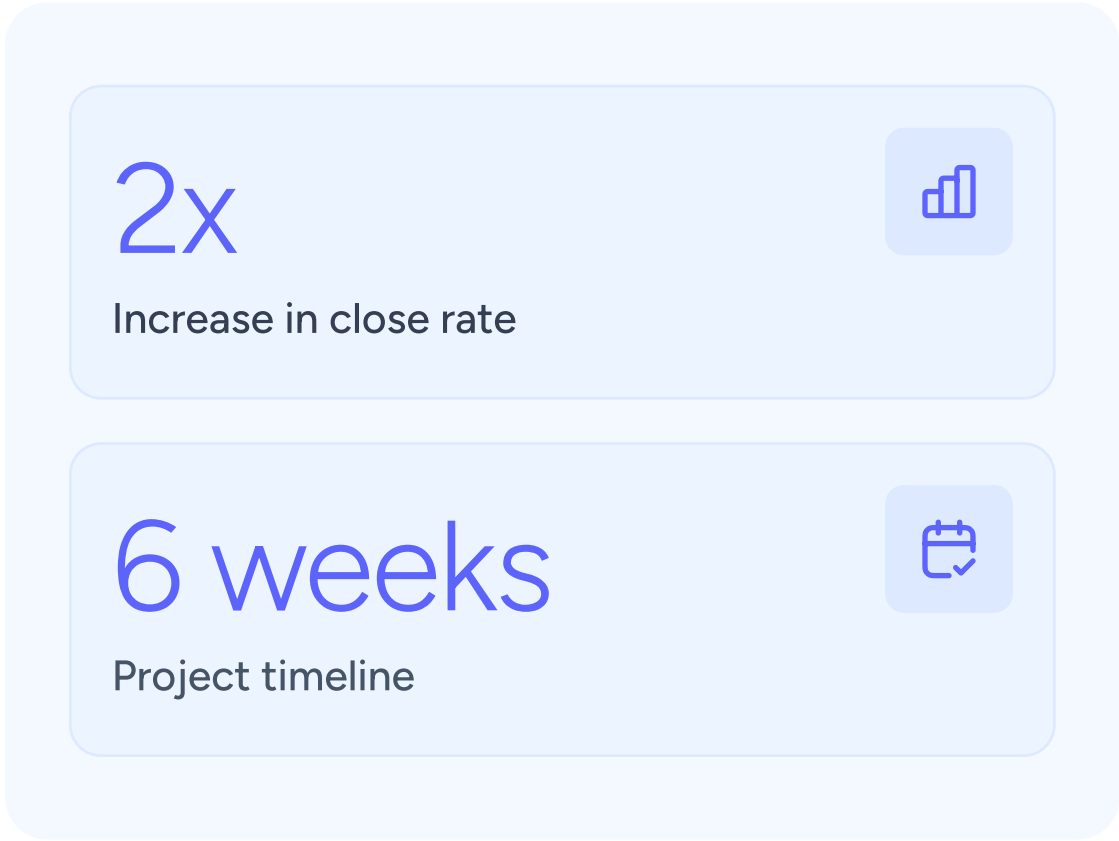


Bestow’s agile platform helped increase close rate by 2x in 6 weeks.



Together with a well-run pilot program, Bestow’s flexible and cloud-based platform allows carriers to move faster than ever before. During the pilot phase, weekly demos allow stakeholders an opportunity to test the product and provide their thoughts and feedback. Thanks to our deep software expertise, iteration happens extremely quickly. What used to take months, now takes weeks.



The ask

Following the pilot launch of a new digital life insurance product, we began gathering user and performance data to inform the next phase of development. We zeroed in on key opportunities to help broaden the product’s audience and increase close rate:

- ✔ Enrich underwriting with additional data sources.
- ✔ Add additional term lengths.
- ✔ Increase the maximum face amount.
- ✔ Introduce additional risk classes.

Our pilot approach

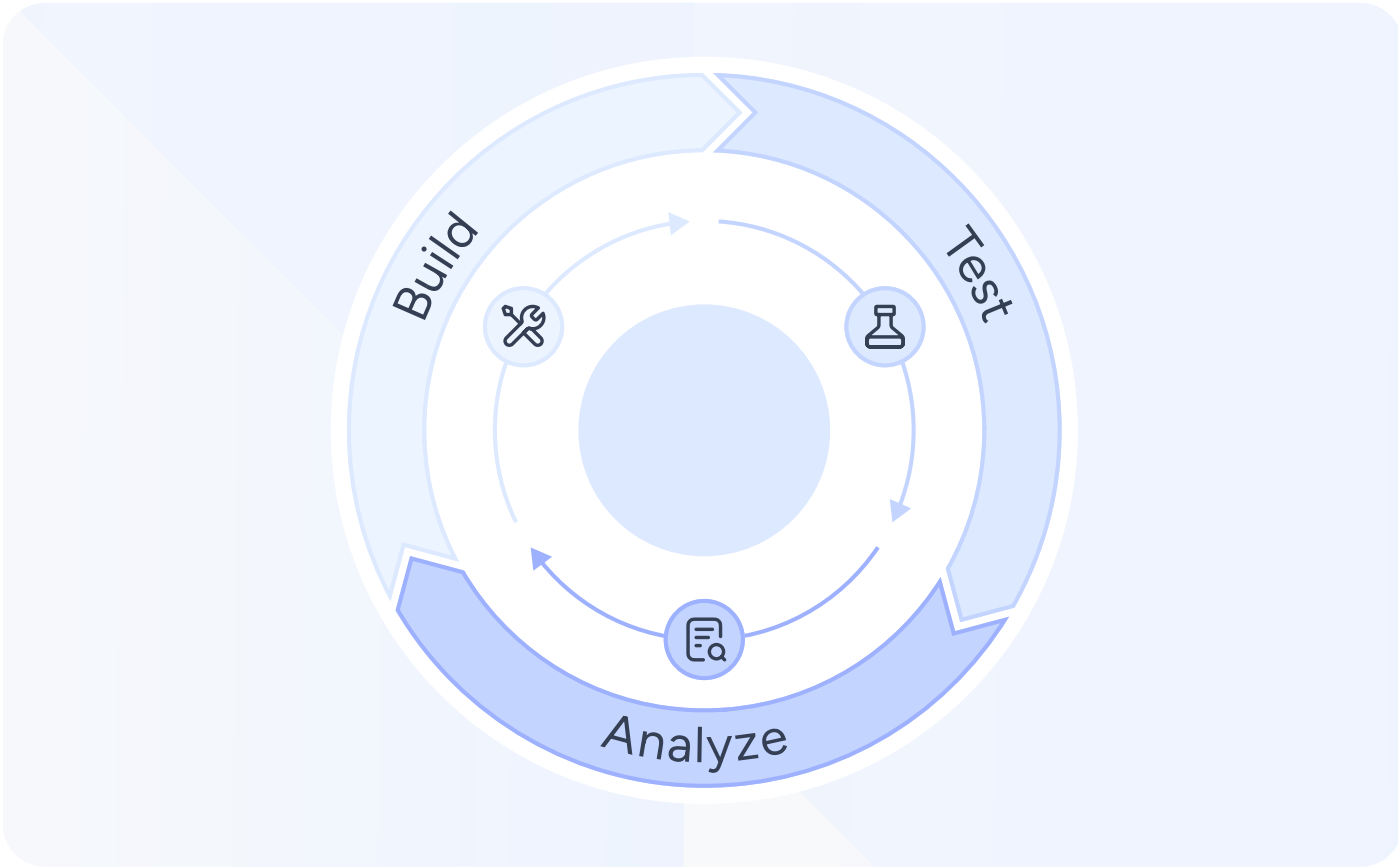
The beauty of Bestow’s pilot approach is that the product is vetted well before it is formally launched. Following a traditional in-house build model, it may take a carrier a year or more just to get to market, and even then, whether or not the product will perform as expected is a relative unknown. Working with Bestow, this carrier partner was able to see and test a working product just weeks into the process, enabling

them to provide feedback so that our team could execute data-backed enhancements extremely quickly. This process was repeated, with sometimes weekly demos to show development progress and response to client requests and needs. Our pilot approach is one the keys to speeding up the product development process, and in this case it allowed us to make some significant changes in a few weeks.

“Producing a working pilot product within the first few weeks of a project lets stakeholders see and touch a proof of concept and gives developers the quick feedback they need to make informed enhancements.”

Sylvia Cento

Sr. Director of Delivery Management at Bestow



Get a term life insurance quote in seconds.

Step 1: Personal Info

First Name

Last Name

Age

Gender

Height

Weight

ZIP Code

Continue

Step 2: Coverage

Eligible ages: 18 to 50

Coverage amounts: \$100k to \$600k

Term lengths: 10, 20 or 30

Protect your loved ones.

Severe Injury

Future Insurability

Term life insurance FAQ

Who can apply for this term life insurance product?

What's term life insurance?

What happens if I outlive my policy?

Your Quote

Estimated Monthly Price: \$23.00

Years of coverage: 10, 15, 20, 25, 30

Coverage amount: \$50K to \$1.5M

Continue

Congrats, Richard!

Accept your policy documents to access your dashboard:

Download your policy documents

Add or remove beneficiaries

Update your billing details

View and manage your policy

Accept policy documents

Welcome, Richard

Policy #123456789

Overview Beneficiaries Billing Documents

Everything looks good here!

Your policy documents are ready

Generating documents...

Policy information

Coverage: \$750,000

Term: 30 years

Start: 02/01/2017

End: 02/01/2027

Upcoming charges

\$56.28

Next auto payment on March 2

Billing history

Card updated. Monthly payment on 05/12/21.

Manage billing

Bestow / Case Study

2

The results

Ultimately, product updates took just 6 weeks for Bestow to build, test, and implement. In the first three months after the product was launched to the carrier's entire membership base, **close rate increased by 2x**. This underscores the benefits of Bestow's flexible tech infrastructure and product development approach.



Want results like these?

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. Want to learn more?

✉ Enterprise@Bestow.com