

BESTOW



Underwriting technology

The key to eliminating costly inefficiencies
and sales friction

Solutions brief

Drive efficiency, lower costs.

Executive summary

This document provides an overview of how Bestow's platform helps underwriting, actuarial, and new business leaders deliver a modernized, highly efficient underwriting tech stack for their life business. Bestow's cloud-based platform streamlines and automates underwriting processes and reduces manual work, resulting in higher conversion and lower acquisition costs.

The challenge

Many carriers feel their current underwriting processes and legacy tech are holding them back. Here are a few of the most common pain points we hear:

- **Manual processes and redundant tasks drive up cost**
Underwriting workflows still rely heavily on manual interventions and fragmented systems, causing bottlenecks, unnecessary delays, and driving up costs. Even straightforward applications can be delayed when data must be gathered, verified, or reentered manually across multiple systems. Each of those steps represent compounding costs and lost time.
- **Unsophisticated data tech is a revenue leak**
The order in which underwriting tasks are undertaken, and what data is deemed necessary for each case, both play a large role in per application costs for life carriers. Legacy tech and siloed, often inaccessible data make it hard for carriers to easily optimize these processes, which often means spending more than necessary for a given application.
- **Friction and lagging communication cause dropoff**
When systems aren't designed for smooth communication and follow up, agents and applicants often experience friction and uncertainty. Underwriters have more manual legwork while customers are left in the dark. Some reports show as many as 25% of applicants abandon during a traditional underwriting process, while more streamlined, digital processes can see the abandon rate fall to as low as 5%.

Our solution

Bestow modernizes the underwriting process with a sophisticated rules engine, process automation, and data connectivity — so carriers can process applications faster, empower underwriters, balance business goals, and deliver a better overall experience to applicants, agents, and operations teams.

A cloud-based underwriting platform that streamlines every decision

Bestow modernizes underwriting by replacing fragmented, manual workflows with a unified, API-enabled platform. We help carriers integrate data seamlessly, automate decisioning, and streamline complex journeys — reducing cycle times, cutting costs, and unlocking scalability.

Frictionless communication flows boost conversion

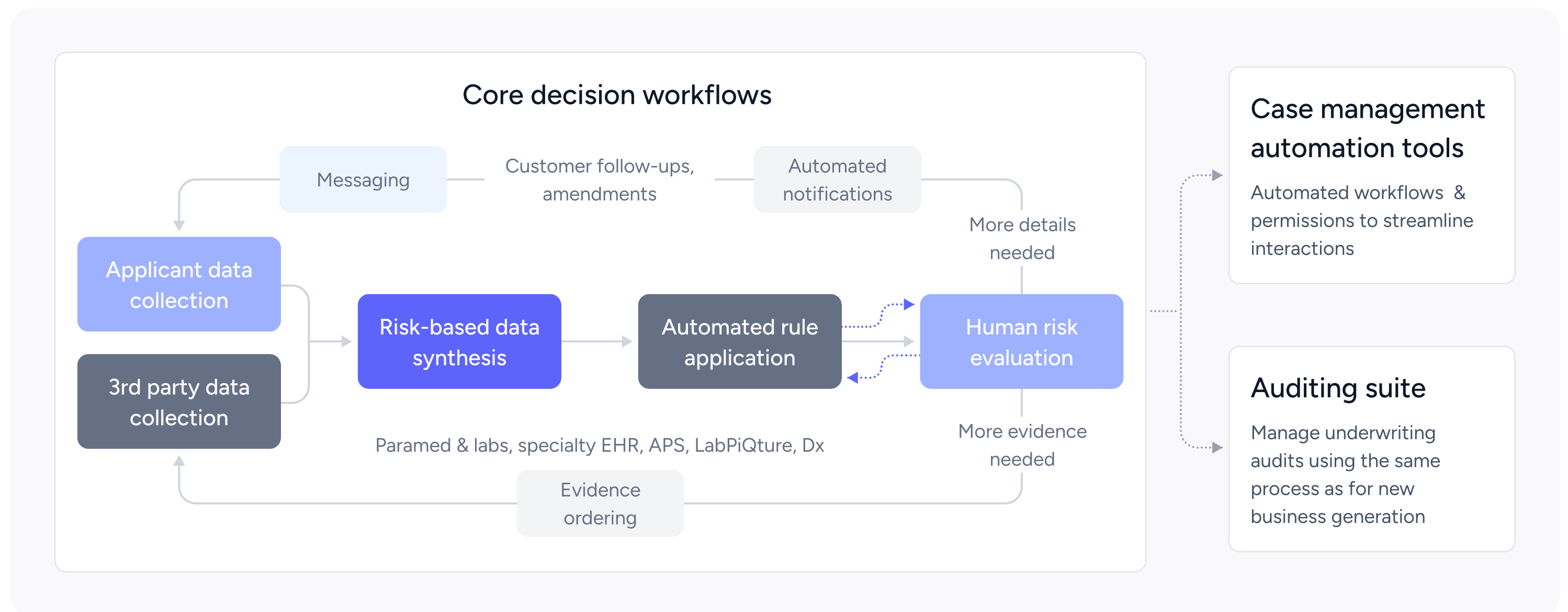
Offline communications and paper chasing are now a thing of the past. Underwriters can digitally request everything from attending physician's statements to additional documentation directly from the customer, all without leaving the platform. The result is faster cycle times, customer visibility, and increased conversion rates.

Supporting multiple underwriting paths, distribution channels, and life products

Bestow's underwriting tech supports digital instant decision and hybrid refer-to-underwriter paths. Carriers can unlock digital, end-to-end journeys for both direct consumers and agents (including captive, independent, IMOs/BGAs, and direct marketers), with support for term life, final expense, IUL, and annuities (2026).

Optimized workflows and data integrations reduce waste and unlock value

Bestow pairs built-in integrations of industry leading data sources with human decision-making and dynamic automation to optimize the entire underwriting workflow, from data calls to human intervention and decision activities. This cuts unnecessary steps and expenses at every stage, helping carriers drive protective value and empowering underwriters to make better, faster decisions.



Our approach

Our market-proven solutions emphasize simplicity, configurability, and the power of data technology to help carriers tackle their biggest underwriting challenges.

Configurable underwriting rules

Carriers get everything needed to easily build underwriting programs that balance goals like eligibility, mortality, and expenses, all with built-in compliance and data security. Carriers can leverage templated underwriting programs as a starting point or create fully customized programs from scratch. Either way, the Bestow platform enables carriers to go from meetings to in-market in months.

Easy-to-navigate workbench

Bestow's workbench experience empowers operations teams to work more efficiently, with data integrations and built-in customer communications for underwriters and full application, history, financial, and decision data for auditors and other stakeholders. Finally, carriers have access to unified data they can actually use.

Built-in data integrations

The Bestow platform has all of the industry standard data source and vendor integrations any carrier or underwriter would need. And with our agile tech stack, any additional data sources can be integrated quickly.



Business impact

By modernizing underwriting with Bestow, carriers accelerate applications and decisions, reduce operational costs, and drive growth.

Faster cycle times

After launching with Bestow, one carrier partner saw their start-to-submit time drop to just **11 minutes** (median) for an agent-led process. Another carrier launched a consumer product with Bestow that boasts a start-to-submit time of just **5 minutes** (median).

Process efficiencies mean cost savings

Via digital automation, Bestow is able to help carriers streamline the underwriting process from intake through decisioning. It's so streamlined that policies sold on the Bestow platform **cost 45% less than the industry average**. Our data technology can also help improve outcomes with real-time customer product-fit analysis. In one case, a carrier partner was able to **reduce underwriting costs by 22%**.

Growth through speed

Launching a term life product with Bestow allowed one carrier to finally offer the blazing fast experience they'd been looking for, with **87% of applicants getting an instant decision** and resulting in a **20% increase in term life sales** overall.

Flexible tech to optimize results

A top life carrier launched a **100% instant decision** product with Bestow and wanted to make product changes that involved popping the hood on the underwriting logic. Bestow's sophisticated underwriting tech made this a breeze, with a 6 week project turnaround time resulting in a **2x increase in close rate**.

"Bestow has proven that this industry can change. In just a few months, we've advanced a generation in the experience we can provide."

Director, Top 20 Life Carrier

Why now?

Legacy tech and outmoded data systems drive up underwriting costs and timelines and hurt sales and growth — and those challenges compound over time. Meanwhile, new growth depends on having smooth, digital experiences to serve today's customers and agents.

New technologies are advancing rapidly, meaning those who invest now in modern, more automated underwriting tech stacks are better positioned to serve today's market, and to grow well into the future.

Let's talk.

If you're interested in learning more about how Bestow enables carriers to modernize underwriting, accelerate application processing, and lower costs, we should talk.

Email enterprise@Bestow.com and we'll find some time to chat.

If you'd like to learn more about our platform overall, you can also download a free comprehensive product guide into our capabilities, tools, and features [here](#).