

Subject line: HSBC Life UK launches new multi-benefit application journey

We are pleased to announce today the launch of HSBC Life UK's new multi-benefit application journey.

This will enable you to select multiple HSBC Life UK protection products through third-party adviser platforms, including iPipeline, Assureweb, SolutionBuilder, Iress and Synaptic Webline (Novium is scheduled to follow early in 2025). You will then be able to complete a single application through HSBC Life UK's existing broker portal.

This is in addition to the multi-policy application journey already available through UnderwriteMe. You will be able to present protection options to your clients without running quotes individually, saving you and your clients time and offering more convenience and choice as well as a multi-benefit discount.

If you are already registered with HSBC Life UK, our enhanced application journey allows you to apply for multiple protection policies through a single, streamlined process. This eliminates the need to rekey information and repeat the application process (including underwriting) with your clients.

Each benefit, once accepted, can be placed on risk immediately, even if other benefits are still being underwritten. Each benefit will be set up as an individual policy with separate Direct Debits to enable maximum flexibility when making any future changes.

A further journey enhancement with this delivery, is that the application acceptance terms will be available immediately.

Do you have an application in pipeline? Read below for how this will be managed as we implement our new application journey:

Pre-decision applications:

- These are applications that you've paused before getting an underwriting decision
- Depending on how far through the journey you are, you may need to click back through some screens to continue, however, all the previously entered information will be pre-filled, which you can also update if you need to.

Applications that have received a decision:

- Applications paused after an accepted decision has been received will reopen on our new look decision screen for you to add the required policy(ies) to the basket to continue the application on the new journey
- For applications waiting for a referral for further underwriting assessment to be completed, pending a referral decision outcome, or previously referred applications that have received an accept decision, these can also be continued from the decision screen.

Post-decision applications

- Any applications that you've previously taken beyond the decision screen, but are yet to submit, will reopen on the new decision screen

- You will need to click back through any previously completed screens however, all previously entered information will be pre-filled (i.e. Direct Debit details), which you can also update if you need to.

If you have any queries regarding a pipeline case, please send an email to support@lifeprotectionplan.hsbc.co.uk and include the application number, customer name and postcode.

Discover more by watching our [application journey video](https://www.life.hsbc.co.uk/documents/hsbc-application-journey-video) (<https://www.life.hsbc.co.uk/documents/hsbc-application-journey-video>) or read our [application journey guide](https://www.life.hsbc.co.uk/documents/application-journey-adviser-portal-interactive) (<https://www.life.hsbc.co.uk/documents/application-journey-adviser-portal-interactive>). You can also register for one of our webinars via this single [link](#), for sessions on:

- Wednesday 11th at 3:00pm
- Thursday 12th at 10:00am
- Friday 13th at 2:00pm

If you have any other questions, please contact our [Business Development Team](#).

Thank you for your continued support.

The HSBC Life (UK) Protection Team

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