

*"Friends First selected 3Q Software Solutions to work with us to enhance our Income Protection offering in Ireland. The results to date have been phenomenal with an increase of over 140% in income protection sales since the same period last year from the brokers involved. The brokers enjoy using the application, recognise that it adds significantly to their customer proposition, and are seeing the additional business value that their companies are enjoying"*

Eamon Twomey, Head of Strategic Development Friends First

Asset Protection

## Friends First Kick Starts The Income Protection Sales Process

Friends First in collaboration with wealth management software specialist 3Q Solutions launched **SAFEGUARD**, Ireland's first Asset Protection solution aimed at the mass affluent market - a growing audience and one significantly amplified by Ireland's economic transformation to one of Europe's wealthiest countries.

### About Friends First

Friends First is one of Ireland's most successful financial services groups providing pensions, insurance, and investment services and products.

### Issues

Friends First is the market leader in income protection also known as permanent health insurance (PHI) in Ireland with unrivalled claims history in this space. The income protection market is largely untapped in Ireland. Friends First wanted to increase their market share and penetrate this market gap with a unique proposition.

### Solutions

Friends First selected 3Q Software Solutions to support their market campaign with two specific aims:

- > Create a step-by-step approach to assist their wealth management vision
- > Uniquely tap the potential in the income protection market in Ireland

Delivered to Friends First in April 2004, **SAFEGUARD** is targeted at professionals, the self-employed and owners of SME's who have to protect their assets in the event of ill health. 3Q's **SAFEGUARD** was designed and built with usability and flexibility in mind, contextualising the sale of the protection product for the customer.

### Results

As a result of **SAFEGUARD**, Friends First benefited from an increase in income protection sales of over 140%. As this is only one module, the brokers are insistent that more modules be released which work in a similar method to income protection. The brokers who have used the product believe, "it is the first application delivered by a life and pensions company that actually adds value to our business practice."

### Key Benefits

- > **Flexibility and Direction** when selling income protection
- > **Increased usage** of Friends First software over other financial organisations
- > More willing to purchase income protection – software helps promote the **awareness** of income protection to clients
- > **Intuitive/User-friendly design** – "First piece of software that will actually improve my business."
- > Supports **24/7 communication** between advisor and client
- > **Demystifying** the process of selling financial planning products
- > **Grows lifelong client relationships**
- > **Saves huge time** on application processing
- > **Improved quality advice** delivered in an economic way
- > More **professional** brand image



## About 3Q Software Solutions Limited

Founded by a group of financial services industry professionals, and skilled technologists, 3Q Solutions' builds visionary wealth management products that generate new ways to maintain and increase financial service revenues from their high net worth and mass affluent customer bases. Based in London and Dublin, 3Q is privately funded and has a history of building proven solutions for the financial services industry.

3Q's breakthrough solutions supports close advisor and customer collaboration and communication through multiple channels. Our solutions are born from a powerful and proven framework, that motivate financial decisions from high net worth and mass affluent clients by simplifying complex financial scenarios, creating context for financial decisions for end consumers and creating very usable and flexible tools for advisors.

Understanding that wealth management is a journey, 3Q's solutions are modular thus allowing financial organisations to take a step-by-step journey to wealth management, ease integration and address their most pressing business needs first through wealth management services.

For more information please visit us at [www.3q-solutions.com](http://www.3q-solutions.com)



## About Friends First

Friends First is one of the leading financial services groups in the Irish market, providing a range of broadly based financial products including pensions, investments, savings and finance. Friends First employ over 450 people in Ireland and has offices in Dublin, Galway and Cork. The Group's total assets exceed €4.4bn. Friends First is part of Eureka B.V. which is one of the largest insurance groups in Europe with a total asset base of €94.8 billion and over 25,000 employees in 12 countries.

For more information please visit us at [www.friendsfirst.ie](http://www.friendsfirst.ie)