



Online Interview - Updated Contact Strategy

FAQ

Overview:

Protective has updated our contact strategy to allow customers more flexibility to complete their interview either online or with TeleLife.

5 Day Strategy (Old)	15 Day Strategy (New)
T texts & Emails	Outbound Calls, Texts & Emails
Online Interview expires after 5 days	Online Interview does not expire*

*Applications expire after 12 months through age 70; 6 months ages 71+

1. What is changing from the previous contact strategy?

Protective's previous contact strategy allowed 5 days for the customer to complete an Online Interview. After the Online Interview expired, TeleLife would make outbound attempts to complete the interview via phone. This new Online contact strategy will be for 15 days, and on day 15 it will remain online, available for the customer with no further contact attempts.

2. What will happen at the end of the 15- day contact strategy?

If the interview is not completed online or via phone after 15 days, Protective will stop outbound calls and text/email reminders. However, the customer will still be able to complete their Online Interview at any time, until the application expires. The application will expire after 12 months for ages 70 and younger, and 6 months for ages 71 and older.

3. Can a customer still complete an interview over the phone?

Yes, the customer will still have the ability to opt out of the Online Interview at any time.

4. If a customer has a pending Online Interview, will their Online Interview expire after day 5?

No, Online Interview customers currently in-flight will be moved to the new strategy and will begin on Day 2 of the new 15-day strategy.

5. What can a customer do if they are experiencing trouble with their Online Interview?

If a customer is experiencing trouble with their Online Interview, they can call Protective's Resource Center at (800) 366-9378.

6. How will Protective be contacting the customer in this updated strategy?

Please see the breakdown below:

Day	Contact Strategy
1	Day 1 Email & Text
2	Reminder Email & Text
3	Initial Call
4	Reminder Email & Text
5	Call
6	No Contact
7	Call
8	Reminder Email & Text
9	Call
10	No Contact
11	Call
12	Reminder Email & Text
13	Reminder Email & Text
14	Call
15	Final Reminder Email & Text