



LIFE ESSENTIALS

Individual Life Post Issue Service Update

Providing consistent, reliable, and convenient service is a critical priority for Individual Life. We have faced several strong headwinds simultaneously, with the recent typhoon in Cebu City impacting our Contact Centers in the Philippines and staffing challenges onshore and offshore as many have been impacted with the latest COVID variant. We appreciate your patience and recognize the significant impact these challenges present to you and to clients, and wanted to highlight a few recent improvements:

- Virtual Hold Technology has been expanded to all ILI call skills in December 2021 and now has a new feature which allows for a “next-day” call back option for customer/producer convenience. We have also added a “secondary opt-in” message, which allows one to opt in for a call back, even if opting out initially.
- In August of 2021, we expanded our Claims Fast Track to \$250,000. We are now seeing the benefits, as claims are being paid within the same week, which is an improved experience for you and for customers.
- Focused cross training to upskill key associates on most impactful service transactions—increasing training and staff knowledge will allow for improved accuracy.
- We are increasing our U.S.-based team, hiring an additional 10 Post Issue call center associates in March.
- As of Saturday, January 22, 2022, our ILI Contact Center will be open from 9am to 2pm Eastern. We hope these extended hours are helpful and allow some flexibility for you and for customers.

We will continue to ideate on people, process, and technology levers that make doing business with Prudential easier and quicker. As we navigate our headwinds during the busiest time of the year, here are some ways that you could help us:

- Utilize self-service when viable.

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- To avoid long wait time, the best time to call is Wednesday through Friday in the evening, if that fits your schedule.
- For life claims, gather all information that is required for fast tracking before calling to ensure an efficient interaction.

As always, thank you for your continued support and understanding. We remain focused on delivering for you and for clients, while caring for the well-being of our employees.

Mike Calabro

Vice President, Enabling Solutions

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