

A message from

# Roger Putnam

*Head of U.S. Customer Service*



Prudential is taking another exciting step forward in modernizing how we fulfill our promise to customers. We've reimaged and simplified our claims experience by expanding the speed and convenience of our digital servicing capabilities.

Our newly redesigned portal guides Individual Life Insurance customers, beneficiaries, third parties and financial professionals through reporting a first notice of loss in an empathetic, step-by-step process. Available 24/7, we've already seen a 300% increase in utilization of this capability and customer satisfaction ratings in the mid-90s.

**What this means:** All financial professionals and customers should begin their claim online. [File a Life Insurance Claim | Prudential Financial.](#)

Here's what you can expect:

- **Today** - Report a first notice of loss online and once completed, they'll be emailed DocuSign-enabled claims forms to complete the intake process. In the interim, this process includes our FastTrack eligible claims. Our first notice of loss portal is the first step in removing the need for paper forms and to call the contact center. As always, financial professionals named to a policy will be notified of submissions by their clients.
- **Summer 2023** - The first notice of loss and intake process will be fully digital (including FastTrack) without the need to email claims forms for most beneficiaries.
- **Early next year** – We'll fully automate the entire claims process—from first notice of loss to disbursement of benefits. This will not only eliminate paper and email claims forms, but it will make our backend processes faster and more efficient.

When completed, this will be an industry-leading claims experience that's easier, faster and keeps the financial professional at the center of the experience with their clients. Our digital experience offers clients grieving resources, claims checklists, and the ability to connect directly with a financial professional. Our goal is to simplify the claims experience so you can invest more time in your clients' experience.

As always, our customer service professionals are available throughout the entire claims process. We appreciate your continued support and partnership as we reimagine our claims experience at Prudential.

A handwritten signature in black ink, appearing to read "Roger". The signature is written in a cursive, flowing style with a large initial 'R'.