



2023

Life Insurance Study

Adviser Ratings Pty Ltd ACN 154 273 640



ARdata

Contents

1.0 Executive Summary	4	8.0 Product Comprehensiveness	32
1.1 Planners	4	8.1 Market – drivers of results	32
1.2 Insurers	4	8.2 Adviser Sentiment	32
1.3 Insights Across the Industry from Adviser Verbatims	6		
1.4 Sentiment by NPS ratings	7	9.0 Adviser Support	34
1.5 Sentiment by comments	8	9.1 Market – drivers of results	34
1.6 Rated Performance Summary	11	9.2 Adviser Sentiment	34
1.7 Relative Position	12		
2.0 Adviser Landscape	13	10.0 Claims Handling	36
2.1 An Unfortunate Equation or Growth Opportunity	13	10.1 Market – drivers of results	36
		10.2 Adviser Sentiment	36
3.0 Rating Categories	14	11.0 Health and wellness	38
3.1 Category Overview	14	11.1 Selected 2022 Program updates	38
3.2 Summary: Performance Quartile by Rating Factor	15	11.2 Adviser Sentiment	39
3.3 Summary Ratings Over Time	17		
4.0 Net Promoter Score	19	12.0 Brand Familiarity	40
4.1 Methodology	19		
4.3 NPS over time	20	13.0 Further Detail	42
4.4 Observations	21		
4.5 Sentiment by company	22	14.0 Comments by NPS Band	45
5.0 Ease of Underwriting	26	14.1 Detractor Comments	45
5.1 Market – drivers of results	26	14.2 Passive Comments	46
5.2 Adviser Sentiment	26	14.3 Advocate Comments	47
6.0 Platform Functionality	28	15.0 Survey Methodology	48
6.1 Market – drivers of results	28	15.1 Overview	48
6.2 Adviser Sentiment	28	15.2 Data preparation: Main report	48
7.0 Competitiveness	30	16.0 About Adviser Ratings	49
7.1 Market – drivers of results	30	16.1 Data is our core value proposition	49
7.2 Adviser Sentiment	30	16.2 Our products and services	50



15.0 Survey Methodology

15.1 Overview

The 2023 Life Insurance Study report is the most comprehensive overview of adviser feedback of Australian retail life insurance industry. The report incorporates Adviser Ratings proprietary survey data and Beddoes Australia data.

15.2 Data preparation: Main report

Where required, data cleansing or removal of data was applied to get a true representative set of data. For the sentiment analysis of vendors, only vendors with a sufficient volume of responses and adequate diversity across licensees were presented.

Different statistical methods and techniques are used to improve accuracy and validity, including but not limited to techniques such as winsorisation, Bayesian statistical analysis and random forest regression modelling.

Survey period

**DEC 2022 -
JAN 2023**

Response rate

9%

Valid responses

1,388

Valid adviser life
insurance reviews

3,005

Surveys issued

14,929

16.0 About Adviser Ratings



Adviser Ratings launched in October 2014, in the wake of the Future of Financial Advice re-forms (FOFA), the Financial System Inquiry (FSI) and financial planning scandals of the time. Adviser Ratings' vision is to improve the penetration of advice amongst Australian consumers. There are more than 15,000 financial advisers on its independent platform, enabling consumers to browse and search for an advice solution suited to their needs, rated and reviewed by other consumers.

ARdata is a data and insights company built on Australia's first financial adviser ratings platform. We help our clients

make data-driven business decisions in engaging their ideal audience by supplying leading industry insights, data services and research. Our clients are key players in the wealth management industry including advice licensees, super funds, life insurers, fund managers, investment platforms and software providers.

In 2022, Adviser Ratings acquired Beddoes Institute. Building on top of the ARdata brand and data capabilities, the Beddoes products focus on data, insights and growth opportunities for the life insurance industry, as well as deep practice benchmarking for the adviser and licensee segment through client experience and practice surveys.

Combined the three offerings provide a unique value chain and data proposition for the wealth ecosystem.

16.1 Data is our core value proposition

Volume of data	ARdata collects millions of data sets on the full universe of 15,000+ advisers, 9,000+ practices and 1,700+ licensees. We synthesise this data into usable information for a variety of purposes.
Velocity of data	<p>There is a high rate of change in the data sets due to adviser movements and turnover.</p> <p>ARdata (and Beddoes) updates its data sets to reflect these changes, on a daily basis. We update our datasets through a combination of data collectors, automated interfaces with partners, surveys and directly from the market participants. Apart from having the greatest volume of data in the market on advice participants, our investment in the data repository is focused on keeping up-to-date, with clear parameters of when certain datasets are to be updated. Each data point is time-stamped to help complement existing databases.</p>
Variety of data	ARdata has unique datasets not previously available to the wealth and life insurance industries. Along with our partners, we have a stable of datasets and analytical capabilities that will assist customers in various capacities, including but not limited to, risk and compliance, growth, competitor benchmarking and product manufacturing.
Veracity of data	<p>Due to adviser movements and turnover, there is a rapid rate of change in the data sets.</p> <p>ARdata and Beddoes offers the most up-to-date data in market, updated on a daily basis and verified against a variety of external sources.</p>
Value of data	ARdata and Beddoes ensures the data we collect and analyse is useful for businesses in the wealth and life sectors. This is the strongest part of the overall proposition in an environment awash with meaningless datasets.

16.2 Our products and services

Nightingale	Nightingale is our CRM solution that provides a rich data source for the latest information on advisers, practices and licensees in the Australian market. Data can be served to clients in various forms, including flat file, SFTP or API secured and hosted by Amazon Web Services. The solution can be customised to any client requirements although typically segmented into two modules comprising Contacts and Insights.
Life Insurance Barometer	An industry led and supported data sharing proposition that allows participating life insurers deep actionable insights into the retail advice market, advisers writing risk and where the opportunities reside. Under the remit of ARdata, considerable investment is being undertaken in this Beddoes product to provide unique actionable data and link system growth to its consumer proposition to benefit the overall retail life industry.
Life Experience Study	A combined ARdata and Beddoes annual study tracking key behavioural data, quantitative and qualitative on key metrics for retail life insurers.
Client Experience Survey	A survey driven platform for advisers and licensees to track client feedback across a wide variety of metrics and benchmarked against their peers.
Most Trusted! Adviser™	The Most Trusted! Adviser™ is a key academic driven designation awarded to advisers who hit minimum benchmarks from the Client Experience Study.
Data Audit	Data Audit is our data intelligence and cleansing solution. Our technology allows us to dedupe and cleanse multiple files and update against our time-stamped master list. This service draws on our proprietary databases to perform audits and analytics on client databases and information systems for growth or compliance purposes.
Fund flow reporting	An outsourced solution for fund managers for preparation of monthly reporting on financial adviser applications and redemptions through the fund manager's products held on platform or through direct investment off-platform.
CRM management	Provision of expert Salesforce & MS Dynamics support to install, configure, add fields, build dashboards, and upload / download data including monthly fund flow reporting and Nightingale data. Can be provided as a full outsourced solution or to complement / support existing internal resources.
Insights consulting	A partnered solution to empower our clients to make data driven decisions based on data, trends and statistical analysis. We augment existing adviser profiles with scoring mechanisms to address flight risks and future-proof distribution models.
Find an Adviser	Find an Adviser is Adviser Ratings' white label "Find an Adviser" platform – the design, hosting and data can be served in various forms depending on client's needs.
Research	Market research services comprise the annual Financial Advice Landscape report (available by subscription) and the complimentary quarterly Musical Chairs report (available for sponsorship). Other data-driven monthly reports on the adviser channel are available on request.
Advertising	Service providers can promote their brand, capability and provide access to unique offerings to advisers through Adviser Ratings various channels including our weekly adviser newsletter, weekly adviser movements video, dedicated solus eDMs, market research and our adviser dashboard.



ARdata