



360ⁱ Lifecycle

360 Lifecycle Advisor Guide

May 2011





Lifecycle Advisor

Advisor Guide

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Introduction

Lifecycle Advisor has numerous functions and is designed for Advisors, Sales Managers and Business Owners so that they can control what is happening in their business in real time. The system will increase productivity by ensuring that opportunities are not missed. It gives Advisors full visibility of their own business portfolio and make sure that above all, clients receive the service levels that they deserve which increases client retention whilst adhering to TCF.

The sales Management functions are invaluable. It gives complete transparency of all sales activity from the beginning of the sales process from making initial contact with the client, the type of appointment, analysing the sales & protection and the full financial fact find through to the sales outcome making it easy to identify sales opportunities that may have been missed.

It provides a complete audit trail as to the client history. Most importantly it will give management information as to any training needs, analysis and effect positive change with immediate consequences such as transfer of clients between Advisors.

The system can be easily partitioned to reflect your company hierarchy. As a business owner you can see what is happening across the whole company at any one time which is combined with Lifecycle Office where it gives you all the management information you need at a touch of a button to run your company at optimum productivity and efficiency as well as compliantly.

Finally the system has been designed for even those Advisors with low technology understanding. It is simple, easy to navigate and straightforward to use as it offers flexibility and you can flick between cases and have a number of fact finds open at the same time. Information can be saved so that you can change task and go back to it.

The system is designed using **grids**, which allows users to **group** the screen by various levels of information. Using the drag and drop feature you can select the data that you may want to cross reference and then **sort**. Choosing column headers will put the information into the order that you want to see the information displayed. Click again to reverse the order. The funnel shape icon will filter the data further and the information can be customised. See page 10.

In this manual you will learn how to use and make the most of these key features:

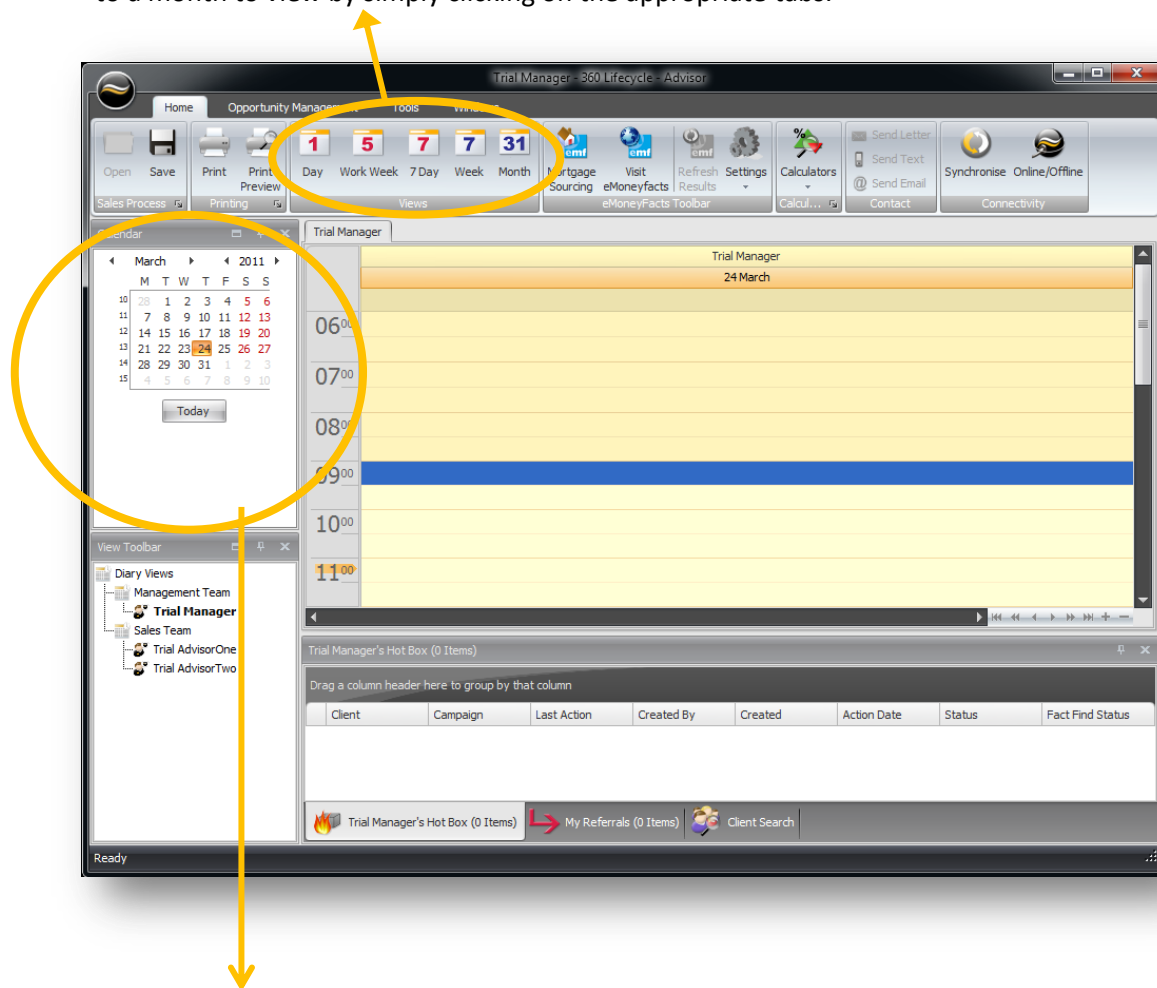
- **Multi-functional Diary: shared views, creating appointments, view case record**
- **Hotbox, sales leads, lead referral and transfer process**
- **Create new and view existing client records. Client and appointments search**
- **Plug in Fact Finds: single data entry and non-sequential offering flexible sales process**
- **Submission form starts sales process**



Lifecycle Diary

Diary Views

You can view your diary as one day, five working days, over seven consecutive days, one week view to a month to view by simply clicking on the appropriate tabs.



Calendar Views

You can navigate forwards and backwards by using the arrow keys to the left and right of the month. The calendar also allows you to traverse across previous years and into the future. Any historical data will remain on the diary page.

Days and weeks can be highlighted so that you can view all on one page.

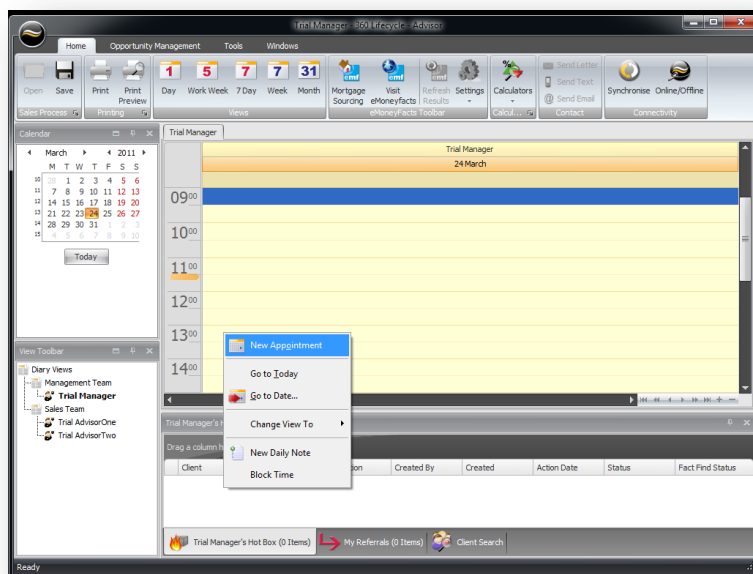


The drawing pin will minimise the function to the toolbar. Click on toolbar to restore the window. It's useful if you want to enlarge the screen. Click on X to close the window all together. See Windows Tab on page 15 for short cut to functions.



Appointments

First select the day and time that you want in the diary then right click and a drop down menu will appear.



Add Appointment

Client Search

Title & Forename: Mr Tom

Surname: Smith

Address 1: 89 Melody Drive

Postcode: LE12 7UU

Buttons: Cancel, Back, Next

If it is for a new client you will need to complete the fields in each box and click 'Next' to go the following information box. This will create a customer record with a unique Case ID number.

Add Appointment

CaseID, Reportname, Address1, Postcode

☒ No Match Found - Create New Client

Buttons: Cancel, Back, Next

If the appointment is with an existing customer just add the name and press next and the database will automatically search for the name.

Select the client name that you want and click on next.



Start Time 24/03/2011 09:00

End Time 24/03/2011 09:30

Location Type

- ☒ Home Visit
- ☐ Office
- ☐ Introducer Office
- ☐ Telephone Appointment
- ☐ Other

Location

Cancel Back Next

The next window will confirm the date, time and ask you to select where the appointment will take place.

Select Opportunity

| Advisor | Lead Source | Status | Postpo... |
|---------|-------------|--------|-----------|
|---------|-------------|--------|-----------|

Lead Details

Lead Source

Referring Advisor

Introducer

Booking Details

User Type

User

Create New Sales Opportunity ☒

Cancel Back Next

Add a 'Lead Source' which will correspond to the description in the drop down menu.

You can also add the referring Advisor or the introducer name.

The booking details are usually if the system is used by an introducer and a list will be provided in a drop down menu.

Notes

have sent a text message to confirm the appointment. |

☐ Notify the client via SMS text message

Cancel Back Finish

You can add notes which will be recorded in the system.

All notes are date and time stamped.

You can refer to the notes page by double clicking on the appointment within the diary and it will bring up the case record.

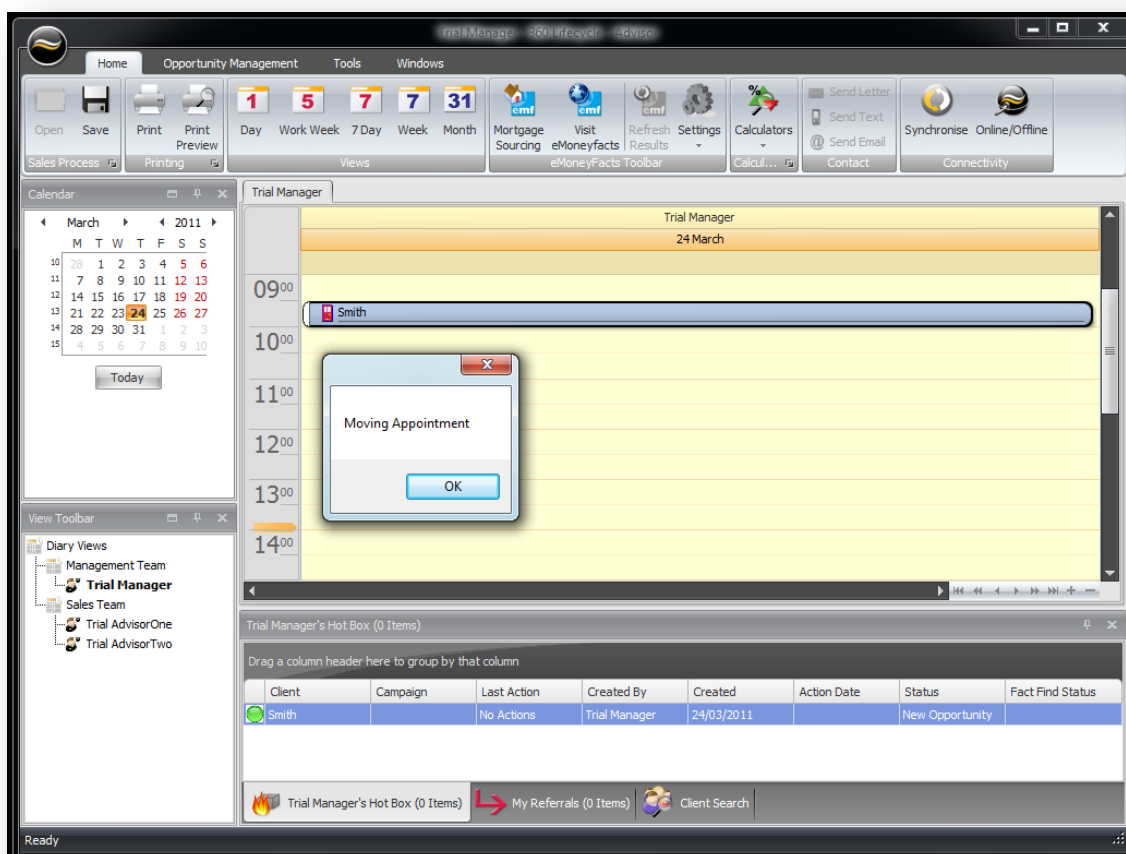
Tick the box if you would like your client to receive confirmation of the appointment details by SMS text. The text will be received by the client within minutes confirming the details. The appointment will be added to the diary.



Edit Appointment
Book Follow Up
Cancel Appointment
DTU Appointment
Reinstate Appointment
Cancel & Rebook
Add Note

If you need to edit or record any changes to the appointment simply right click and a dropdown box will appear with a number of options.

Another way to edit the time or date is by simply dragging and dropping the appointment to the new time or date.



You can also drag and drop the client details from the hotbox onto the date and time that you want and it will automatically create an appointment.

Page views can also be printed off.



Shared Diary Views

Staff and diary access is created in 'User groups' within the Management Guide Page 4-5.

Highlight the dates that you want to view in the calendar on the left and the screen will display the diaries you are authorised to see. For more client information double click on the appointment and it will take you into edit screen where you can select the data that you want to view.

The screenshot displays the 360 Lifecycle software interface. The top menu bar includes Home, Opportunity Management, Tools, and Windows. Below the menu is a toolbar with various icons for file operations (Open, Save, Print, Print Preview), views (Day, Work Week, 7 Day, Week, Month), and other functions (Mortgage Sourcing, Visit, Refresh Results, Settings, Calculators, Send Letter, Send Text, Send Email, Contact, Synchronise, Online/Offline, Connectivity).

The main window is divided into several sections. On the left is a 'Calendar' view showing a monthly calendar for March 2011. The date 24th March is highlighted. Below the calendar is a 'View Toolbar' with a 'Diary Views' section showing a tree structure of user groups: Management, 360 Lifecycle, and a sub-group under 360 Lifecycle.

The central part of the screen shows a '360 Lifecycle' view with a grid of appointments for the selected date, 24 March. The grid is organized by time slots (06:00 to 11:00) and columns for different users: Tara Bird, David Steele, Kaajal Panchal, and Irvin Dua. The appointments are color-coded: yellow for Tara Bird, white for David Steele, green for Kaajal Panchal, and blue for Irvin Dua.

At the bottom of the screen is a 'Kaajal Panchal's Hot Box (2 Items)' section. It contains a table with the following data:

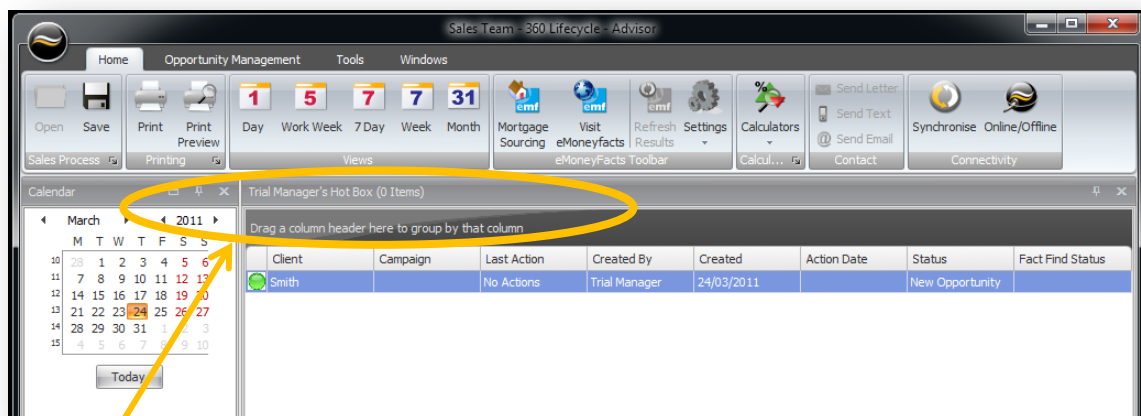
| Client | Campaign | Last Action | Created By | Created | Action Date | Status | Fact Find Status |
|-----------------|----------|-------------|----------------|------------|-------------|-----------------|------------------|
| Higgins\Higgins | | No Actions | Kaajal Panchal | 15/03/2011 | | New Opportunity | |
| Steyn | | No Actions | David Steele | 01/03/2011 | | New Opportunity | |

Below the table are three buttons: 'Kaajal Panchal's Hot Box (2 Items)', 'My Referrals (0 Items)', and 'Client Search'.



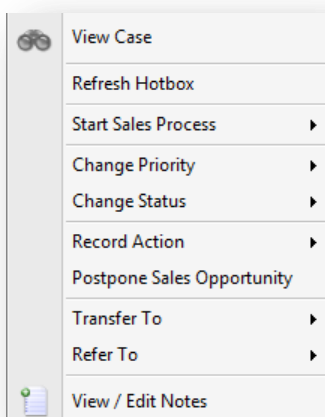
Hotbox

This unique feature offers a focused window into your client bank. Sales appointments can be entered manually. Automated generated leads will appear in the hotbox. Rules for lead generation and distribution are configurable when 360Lifecycle Advisor is initially installed. It acts as a time management system enabling advisors to concentrate on timely productive opportunities.



Drag and drop the columns you want to select and view the screen as you wish to see it organised.

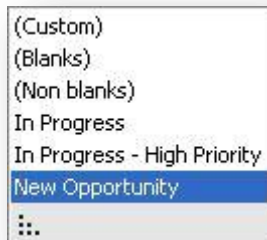
Right click on the client details listed in the hotbox and you will be given a number of options as displayed here.



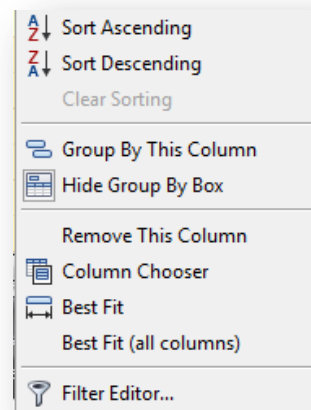
- 'View Case' will take you into the client's case record.
- 'Start Sales Process' will reveal fact find options.
- 'Change Status' will give you options that you can apply to the opportunity such as 'Signed up', 'In Progress', 'Action Complete', 'NPW' (Not Proceeding With).
 - 'Record Action' allows to select the method of communication used. This is displayed in last action.
- Postpone Sales Opportunity.
- 'Transfer To' gives the client away and 'Refer To' would allow to give the opportunity to another Advisor. A list of allocated Advisors will appear. The opportunity will then appear in the selected Advisor's hotbox.



Right click on the arrowhead in the column header and this will allow you to filter and sort the data in the column.



Left click on the drawing pin in the column header will allow you to highlight the option you want to prioritise the information in.



My referrals

Click on 'My Referrals' located at the bottom of the screen. This will list the clients that have been passed to other Advisors. The drag and drop screens enable you to sort the column headings in the order that you want to prioritise. For example it may be useful to see the information displayed by client and filtered by status and last action allowing the referring Advisor to view and keep track of the referred lead.

Example: A mortgage Advisor refers a Wealth lead to a qualified Financial Advisor. Referring the opportunity allows both the referring and the referred Advisor to earn commission whilst allowing the original Advisor to keep the client and offer a full financial service.

Client Search and Appointment Search

Client and appointment search is located at the bottom of the hotbox. Simply click on the button and enter in the name or part of the address and click 'Search'. The system will look for the search parameters selected and will identify the client or appointment. You may need to identify which address is relevant for popular names such as Smith or Jones where the search may show more than one result.



Fact Find

Right click in the hotbox and select 'Start Sales Process' then choose from the following options:

- **Mortgage and Protection Fact find**
- **Protection Only Fact find**
- **Information Sheet (Non Advised)**

All three are single data entry fact finds and because of its intuitive interface it is simple and easy to use. Another advantage is that it is non-sequential which means that it is completely flexible and can be customised to the sales process whilst mirroring the conversation flow of the Advisor allowing them to flick between screens.

Click on the drawing pin to minimise the tool bar and enlarge the fact find on the screen.

Flick between screens by clicking on the page you want to be on the right of the screen. You can multi- task by having a number of fact finds open at the same time. You can save a page and come back to it.

Red boxes indicate missing data where information is required and compulsory before you can complete the case submission.



Before submission go to 'Fact Find Completed' and it will list any problems that will need resolving before you can submit the business. By clicking on the field with a problem highlighted it will automatically take you into that part of the fact find so that you add the missing information.

Submission Form

Here you must complete the core information required for each product type that is to be purchased. For example it will ask you to input the information as to which lender, mortgage product you have selected along with penalty end and completion dates. Ensure correct proc fee and commission fees are inputted on products purchased.

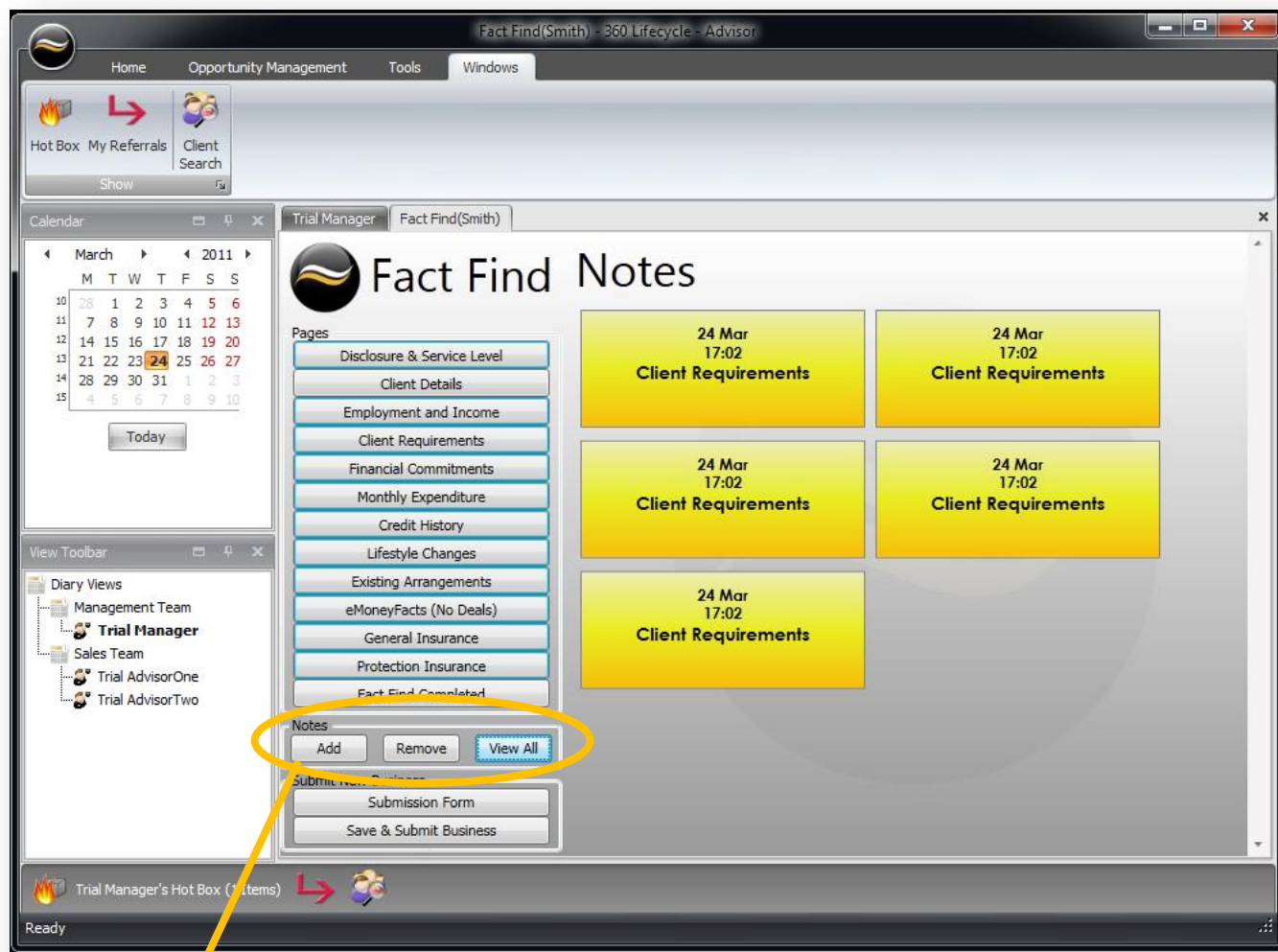
Save and Submit Business

The system will only let you submit the business once all the correct details have been included in the fact find and within the submission form. Once the business has been submitted the opportunity will leave the hotbox and go directly into the 'Administrative Pipeline' and will appear in Lifecycle Office as a sale. Proc fees and commission rates will go through to pay.

Client sales history will automatically trigger customer contact program for reviews and campaigns and will appear in the Advisor's hotbox at the appropriate time for contact again.



Notes

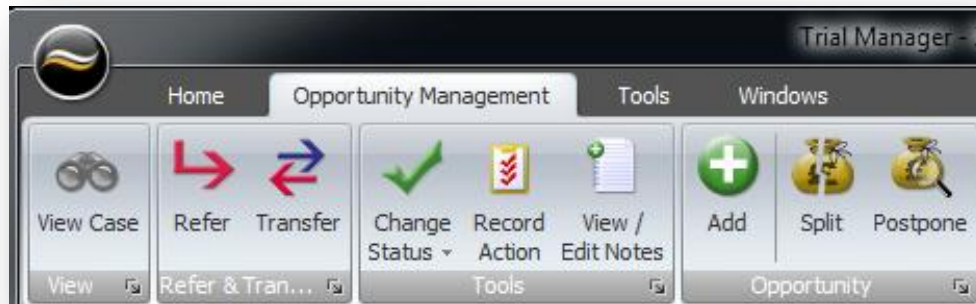


Multiple notes can be added to the system and will save to the page that you request them in. All notes are date and time stamped. You can click on 'View All' within the notes section and they will appear on one screen as with the example above.

Notes can also act as reminder of points made or certain information to be taken into account when the file is checked. Important details can be left as evidence to support actions or information which will leave a useful footprint on the case.



Opportunity Management Tab



Offers an alternative short cut to the above functions here is a reminder of what they do:

View case – will allow you to select which case id you want to view that you have in your hotbox.

Refer – this action enables part of the sales opportunity to be referred to another Advisor. A list of Advisors is pre-set in order for the 'Referral' to have the best effect on the business

Transfer – is the permanent removal of a client from the hotbox to another Advisor's portfolio.

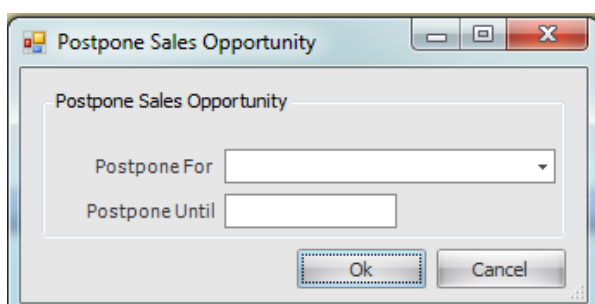
Change status – Allows you to select what level of progression the sales opportunity is at.

Record action – This allows the Advisor to record an action and works in the same way as notes.

View and edit notes – You can view all notes on the case record or you can edit an existing note. New entries will be date and time stamped.

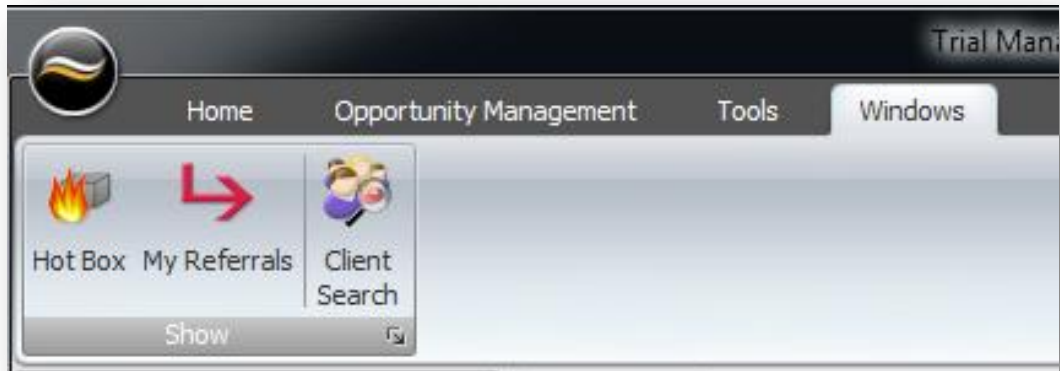
Split opportunity – This is where you can split the sales opportunity with another Advisor and the commission is shared at a set percentage. Once the sale has completed the set commission will show up in the PAY system.

Postpone – This allows you to defer the opportunity or part of the sales opportunity for a selected period or to a specific date. It will appear in the Hotbox when re-scheduled to appear.





Window Tab



You can access windows that may have been closed by clicking on the application or the functions that you want to use.