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# Iress introduces ex-smoker questions for term and critical illness quote accuracy

Iress today announces the introduction of ex-smoker questions for its term and critical illness comparison service on the Exchange sourcing platform. The new feature, supported at launch by Aviva and Royal London, promotes greater upfront accuracy during the quoting process for term and critical illness.

Distinguishing between current smokers, non-smokers and ex-smokers means insurers can provide more tailored and precise premiums that accurately reflect individual risk profiles. This data will complement the widely used BMI questions in the quote process.

Iress has also revamped its results screen so clients can order quotes based on the key factors considered for price accuracy rather than by premium alone. This change underscores Iress's commitment to delivering the most precise and fair pricing options to consumers and its responsiveness to client feedback.

Iress's Global Head Product for Sourcing, Jacqui Durbin, said: "These enhancements reflect our commitment to innovation and providing our clients with tools that promote fairness and transparency. By offering more accurate quotes upfront and considering key factors like BMI and smoking status, we help insurers and advisers better serve their customers. Ordering by key factors rather than premium alone ensures we deliver the most precise and transparent quote comparisons."

Royal London's Head of Protection Proposition, Fi Wynn, said: "The introduction of specific questions for ex-smokers is a positive move to ensure greater fairness on pricing for customers, and we're very happy we can support this initiative from the outset. Pricing is always a challenging aspect of our industry, and it's encouraging to see The Exchange simplifying how it's approached. Additionally, the changes to results screens will provide clarity and help clients make key decisions about the type of cover they are considering. These changes will make it easier for advisers and providers, which in turn will result in better outcomes for clients."

Matt Usher, Journey Manager for Individual Protection at Aviva, said: "Aviva welcomes this enhancement which will help to provide customers and advisers with greater clarity and price certainty during the individual protection quote process."

Rod Jones, Head of Sales and Operations at ActiveQuote, a leading broker and client of The Exchange, said: "It's great to see Iress driving change in the life insurance sector when it comes to delivering better risks for insurers and improved pricing for customers. While BMI and smoker status have been standard rating factors within the industry for years, it's positive to see these factors split into more appropriate risk segments for better customer outcomes. Moving away from just price is another welcome change, which will further benefit the end consumer."

# Ends

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## About Iress

Iress (IRE.ASX) is a technology company providing software to the financial services industry.

We provide software and services for trading & market data, financial advice, investment management, mortgages, superannuation, life & pensions and data intelligence.

Our software is used by more than 10,000 businesses and 500,000 users globally. We have over 2,250 people based in Asia-Pacific, North America, Africa, the UK and Europe.

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