

WHEN WILL DMSI BE DELIVERED?

Basic

Delivers the basic functionality to meet the customers' needs where they are today, while also addressing several pain points for our call center and Agents.

- **ETA:** End of 2016

Industry Standard

Delivers comprehensive digital and mobile functionality and additional online product offerings to customers that are on par with our competitors.

- **ETA:** End of 2017

Class-Leading

Extended digital and mobile capabilities supporting end-to-end sales and service scenarios and functionality not offered by competitors.

- **ETA:** 2018 and beyond



HOW WE CAN WORK TOGETHER...

Your Role is Critical for Our Success

Understand that we are aware of the concerns of Agents and that we are focused on ensuring that the Agent-Customer relationship will be at the forefront of the design and firmly integrated across all phases of the customers' digital experience

Share your feedback and questions with us as we begin to communicate to other Agents and deliver new features over the coming months

Champion DMSI and how it complements and supports the Agent-Customer relationship in your communications and interactions with other Agents

Discuss DMSI with your district field leaders for a better understanding of DMSI's benefits to YOU and your customers



DMSI

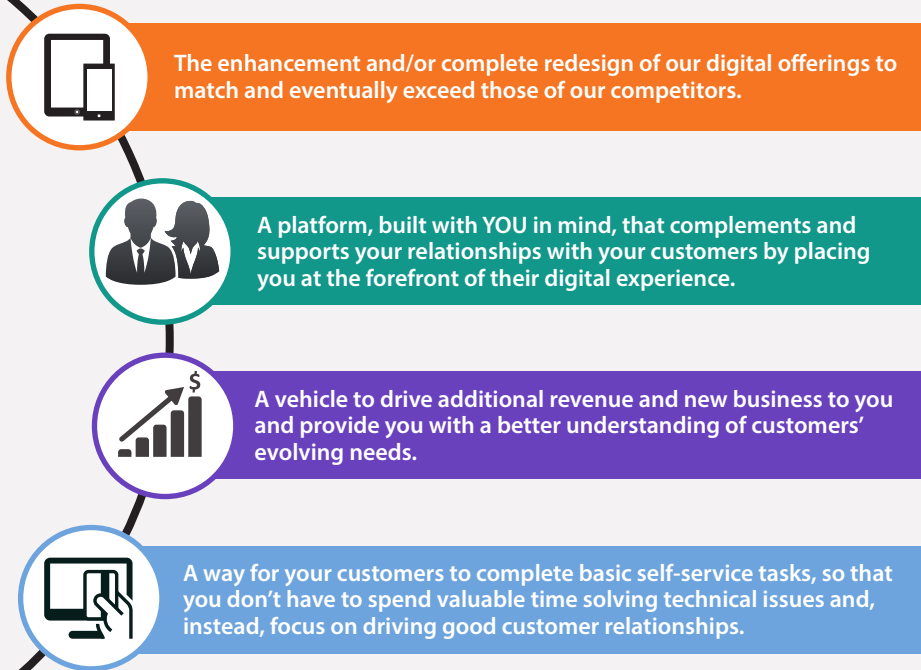
(Digital/Mobile Strategic Initiative)

DIGITAL-MOBILE OVERVIEW



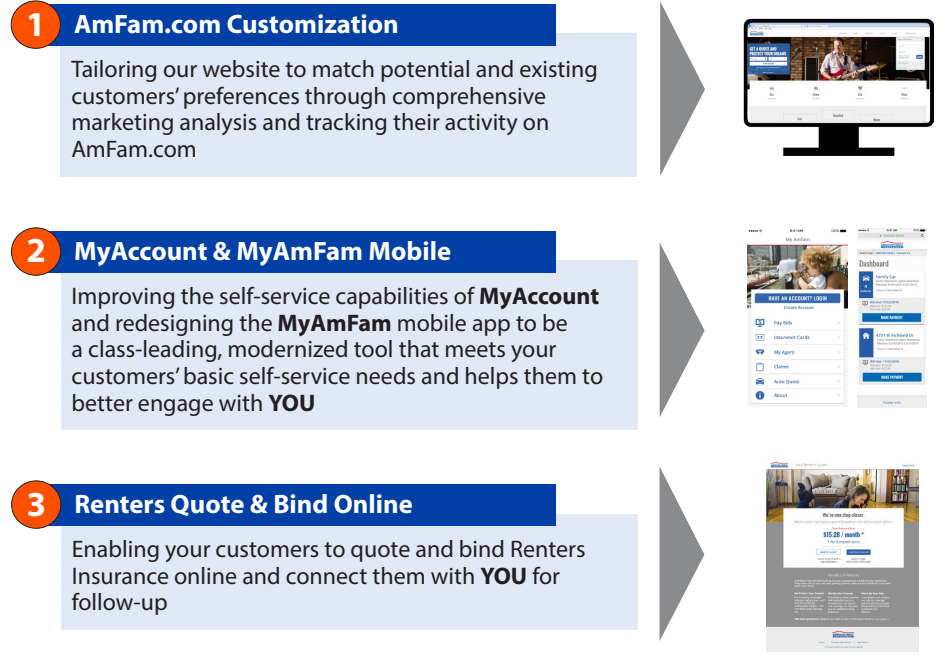
WHAT IS DMSI?

What is the Digital Mobile Strategic Initiative?

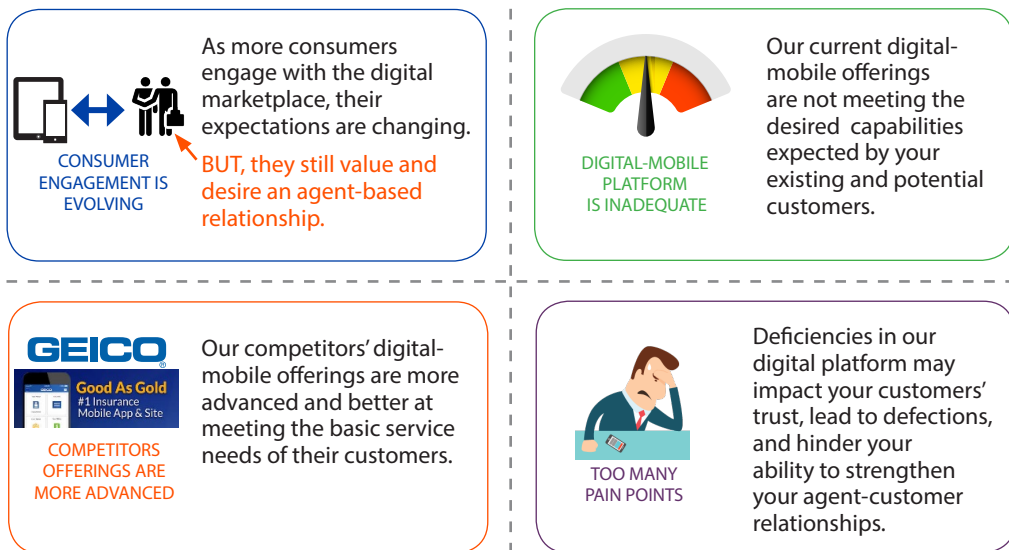


HOW DMSI WILL LEVERAGE OUR UNIQUE POSITION...

YOU and your customer relationships are what sets us apart from our competitors! So, DMSI will focus on 3 areas to ensure your customers stay connected with YOU.



WHY IS THIS NEEDED?



WHAT'S IN IT FOR YOU?

DMSI benefits you by building trust with your customers, potentially delivering new business and new revenue, addressing pain points, and better integrating you into the customers' digital and mobile experience.

