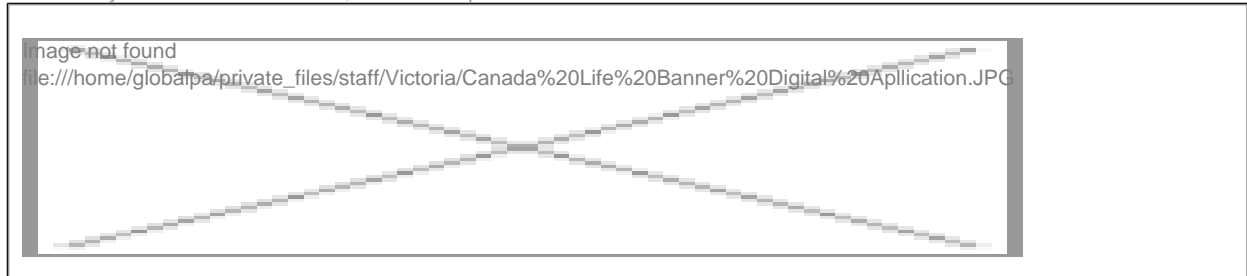




GLOBAL PACIFIC  
FINANCIAL SERVICES LTD.

## Streamlining the digital application process

Submitted by Victoria on December 10, 2020 - 12:42pm



### Choosing the right digital application just got a whole lot easier

To make all new digital applications with Canada Life a seamless experience, we're taking the first step towards implementing a single start application process. The new feature will act as a triage process to help easily determine if clients would best qualify for SimpleProtect? or New Business web application.

To help you feel comfortable with this enhancement, our first phase of the single start application process will happen Dec. 14. This will help you get familiar with the process that will become a standard part of everyday business in early 2021.

This new process will help to remove uncertainty and easily guide you to the digital application best suited to your clients' needs. We will ask a few basic questions about the client and the product and direct you to the correct application.

To see how easy it is, watch this short video on how to complete a single start digital application