



Direct Response Insurance  
Administrative Services, Inc.

Direct Response Insurance Administrative Services, Inc. (DRIASI) is an independent national provider of **outsourcing solutions** for **insurance and non-insurance products**. DRIASI focuses on providing valued solutions to its clients that improve **operational efficiencies, service and billing options, customer retention**, and **security**. DRIASI's solutions and expertise lend themselves well to taking over **large portfolios** of insureds.

- Carrier and product independent
- Currently administers over 6 million active policyholders
- Manages a total database of 80+ million records
- Customer retention and data security are key differentiators
- Licensed in all 50 states
- SAS 70 Type II
- HIPAA compliant

## DRIASI Core Services

### Enrollment

- Collects, opens, data enters, scans, and processes all enrollment data
- Supports standard mail and internet platforms

### Fulfillment

- Simple to complex fulfillment kits supported through print on-demand solutions
- Highly automated processes enabled by technology that supports OMR, OCR, and barcoding

### Print On-Demand

- Electronic creation of fulfillment materials with the ability to make immediate changes, if required
- Bilingual print solutions

### Data Capture

- Digitally scans documents and transmits to third parties
- Verification of key fields for accuracy
- Incorporates ICR capability to read applications

### Billing

- DDA, credit card, direct bill, list bill, intra-bank, and mortgage billing
- Variety of frequencies from daily to annual
- Established relationships with key processors
- Payment card industry compliant

### Claims

- Claim certification, claim adjudication, jet underwriting

### Contact Center

- Live operator, IVR, fax, web, email, bilingual
- 100% of calls are recorded
- Licensed Representatives
- Consistent record of meeting contractual service standards at 100%

### Retention

- Applied at every customer touch point through Enrollment, Billing, and Contact Center
- Save strategies, cross sells, up sells

# DRIASI Values

DRIASI provides a complement of value added services that clients have found to produce optimal performance for their customers. These services include the following:

Policyowner Marketing Tools	Portfolio Transfers
Retention Programs	Bilingual Voice & Data
Internet Enrollment/Fulfillment	Outbound Calling
Multi-Channelled Billing	Encryption

## A Leader in Outsourcing Solutions

DRIASI sets itself apart from the rest of the industry by focusing on these critical success factors:

<ul style="list-style-type: none"> <li>• <b>Capability</b> <ul style="list-style-type: none"> <li>○ Multi-channelled and multi-disciplined</li> <li>○ Customizable technology platform</li> <li>○ “Best in Class” Customer Service and Retention</li> <li>○ Experienced in efficient transfers of portfolios of insureds</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Flexibility</b> <ul style="list-style-type: none"> <li>○ Offers fully integrated or independent services</li> <li>○ Standard and customized reporting</li> <li>○ Ability to stay nimble to market trends and developments</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• <b>Scalability</b> <ul style="list-style-type: none"> <li>○ Infrastructure – facility and systems posed for growth and ability to ramp up quickly</li> <li>○ Formalized Processes – enables processing and optimization from small projects to large scale portfolio transfers</li> <li>○ Innovation – applying automated and customized solutions to client initiatives</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Reliability</b> <ul style="list-style-type: none"> <li>○ Disaster Recovery Planning with independent backup site</li> <li>○ Ongoing investments in security and training</li> <li>○ SAS 70 Type II certified</li> <li>○ Consistently meets and exceeds client SLAs</li> <li>○ Experienced staff with average industry tenure of over 10 years</li> </ul> </li> </ul>

## Operational Excellence

As is evident in a precision clock, all parts and functions must operate to their highest level of excellence in order to be relied upon. DRIASI fashions this same approach in its operations and continuously seeks to improve and build upon its solutions.

When examining the potential value of outsourced solutions for insurance and non-insurance products, DRIASI is an established leader. Whether seeking back office support or a complete administrative takeover, DRIASI has for over 25 years developed a proven track record of success. In choosing DRIASI as an outsourced solution provider, you will be among the many financial institutions, insurance companies, and associations that have entrusted DRIASI to deliver quality and customer service to their most precious assets, their customers.

