

Request for proposal

Request Overall opportunity : _____

Partnership philosophy : _____

What is the stories of this opportunity : _____

What is in for Humania : _____



Request for proposal (...continued)

Category	Benefit	Value
Product design - Product portfolio design); - Benefit design and product limit.	<ul style="list-style-type: none"> • Base Product; • Optional benefits; • Eligibility; • U/W; • Pricing. 	<hr/> <hr/> <hr/> <hr/>
MARKET	<ul style="list-style-type: none"> • Target market; • Volume; • Increased market awarness in %; • Greater market share in %; • Additionnal competitive advantage. 	<hr/> <hr/> <hr/> <hr/>
CUSTOMER	<ul style="list-style-type: none"> • Client experience; • How the customer satisfaction is improve; • Is it Increasing the customer retention. 	<hr/> <hr/> <hr/> <hr/>
DISTRIBUTION	<ul style="list-style-type: none"> • Distribution model; • Distribution chanel; • Time to market expected. 	<hr/> <hr/> <hr/> <hr/>
FINANCIAL	<ul style="list-style-type: none"> • Annual premium expected for the next 3 years; • Expected number of policies for the next 3 years. 	<hr/> <hr/> <hr/> <hr/>
OPERATIONAL	<ul style="list-style-type: none"> • Responsible of the operational poccus; • Responsible of the IT development. 	<hr/> <hr/> <hr/> <hr/>
TECHNOLOGY	<ul style="list-style-type: none"> • Systems integrations • Systems availabilities • Special data needs • Interfaces 	<hr/> <hr/> <hr/> <hr/>

P.S. : Please attach any additional explanatory documents that you deem necessary for the evaluation of your RFP.