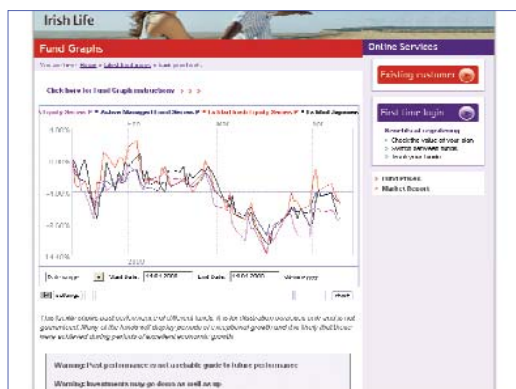


Online services

– Stay in touch with your plan.

With online services you can:

- Get up to date values
- See fund prices and growth rates
- Create graphs and compare funds
- Switch funds online
- And much more



New to online services? Registering is easy!!

- All you need to access online services is your plan number (which will be on any letter you have received from us) and your PIN number.
- Within 5 working days of receiving your Welcome Pack, you will have received your PIN number.
- If you have lost or misplaced your PIN don't worry. Just ring 01 704 1111 and we will be happy to issue you with a replacement number, you will need your plan number for this call.
- Once you have your plan number and PIN you can visit www.irishlife.ie and click the first time login button to start using online services.

How to contact us



Phone: 01 704 1010

8am to 8pm Monday to Thursday
10am to 6pm Friday
9am to 1pm Saturday



Fax: 01 704 1900



E-mail: customerservice@irishlife.ie



Website: www.irishlife.ie



Write to: Irish Life Assurance plc, Lower Abbey Street, Dublin 1



Call in: Irish Life Visitor Centre, Lower Abbey Street, Dublin 1.
9am to 5pm Monday to Friday.

Your feedback

Every month we conduct customer satisfaction research as part of our ongoing commitment to improve our customer service standards. An independent market research company carries out this research on our behalf. If you are contacted we hope you can participate.

In the interest of customer service we will record and monitor calls.
Irish Life Assurance plc is regulated by the Financial Regulator.

ILA 7478 (NPI 07-09)

autumn 2009

intouch

Keeping intouch with you.



www.irishlife.ie

Easy access to your plans online

Hello!

Everyone is aware we are in the middle of one of the most difficult economic periods we've ever seen. With this in mind, at Irish Life we know we have to work harder than ever to focus on you, our Customer, to listen to what you are saying and do whatever we can to help you. In this newsletter we've outlined some of the things we have been doing.

We will continue to do more – if there is anything we can do to help you, please let us know.

Now more than ever people are paying attention to their finances. We want to ensure that your plans protect your family and your income. That way you will be able to maintain your standard of living no matter what your future holds.

Contact your Broker or Financial Adviser today to arrange a financial review to help you to keep on top of your finances.



Irish Life

intouch customer 1st



Intouch Customer 1st is Irish Life's Customer Satisfaction programme. The programme aims to find out what is important to you and to do these things as well as we possibly can. We collect all feedback that you give us and we act on this feedback as you will see below.

We get your Feedback through:

Monthly Customer Satisfaction Research
General queries you have made with us
Concerns you raise with us
Complaints you have made to us



We update our staff on this feedback through:

Our weekly "Customer Ear" newsletter
Monthly research reports
Quarterly presentations
Our team of 50 Customer Champions



We take actions on your feedback by:

Changing our processes
Changing our systems
Improving our training programmes
Updating our product and Customer booklets

As you can see the more feedback we get, the more actions we can take to improve our service to you. Your feedback won't fall on deaf ears!

Satisfaction Research

We have been conducting our annual Customer Satisfaction research since 2002; we found our research so valuable that in 2008 we began to conduct the research monthly rather than annually. This monthly research allows us to respond quicker to the issues that matter to you.

Who do we speak to?

We speak to a random selection of our Customers each month who have had different types of contact with us. We may contact any Customers who have:

- Had a financial review with us
- Have started a new plan with us
- Made a complaint
- Made a withdrawal from a plan
- Had a general query with our Customer service centre

What do we do?

We analyse the results each month and identify actions for any areas where you are telling us that we need to do better. Below is just one example of the actions we have taken from your feedback.

Feedback

It is important to you that the person you speak to in our Customer Service Centre can resolve your query first time.

Action:

We now hold training sessions every Friday morning in our Customer Service Centre. These focus on queries that our staff could not resolve first time that week for Customers.

Thank you!

We would like to say "Thank You" to all of our customers who have taken part in our customer satisfaction research. Your opinion is invaluable to us.

