Frequently asked questions:

Defaqto

Q How does this feature help driver client conversations?

Using Defaqto enables Advisers to **showcase different provider products and key features versus competitor offerings.**

The Defaqto Compare comparison tool helps drive client conversions and customer retention – it facilitates instant provider and product identification which allows advisers to have factual conversations with clients whilst discussing the various provider USPs.

Q Once I'm at the result screen how do I select the provider I'd like to compare against?

There are small squares on the right-hand side, allowing you to select 3 providers at a time. Once the providers are selected scroll to the bottom of the page and click on the button **"Defaqto compare"** this will then generate the report for you.
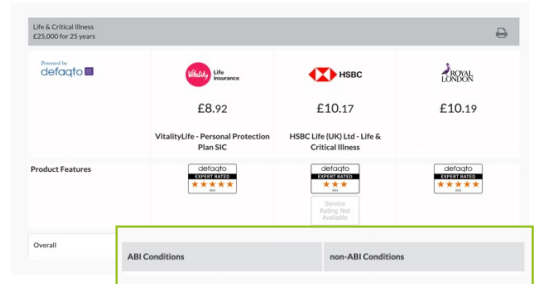

Q How do I compare products and features within the report?

Simply select the **question mark icon** and further information will drop down. There is a variety of information to choose from, additional wellbeing features, children's conditions, number of CI conditions and more.

Q Will I have access to the ABI and Non-ABI condition list?

Yes, this is available when selecting a critical illness product to your application. The ABI & Non-ABI list can be found right at the top, just underneath the star ratings .
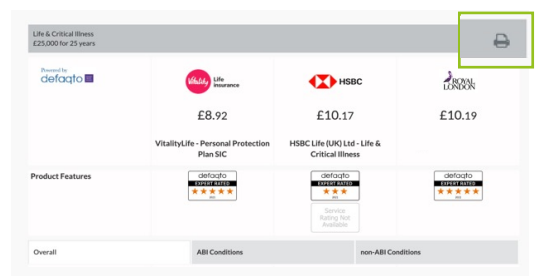

Q Can Defaqto compare retrospective conditions?

No - Defaqto compares the current provider product and features as they are today, this does not include retrospective conditions. This information however can be sourced directly from the provider extranet.

Q Is there a report I can download and send to my client?

Yes – if you click the "print" icon at the top you will be able to print the document or convert into a PDF document.