

Member Advantage Services

One Call Resolution Advantage

- We will verify the membership data in our files on the very first call, and make changes immediately as needed to ensure the membership record is complete and serviced well.
- Our expert staff will fully explain the benefits and answer any questions the member may have. Essentially reselling the membership!
- We provide the Provider Law Firm contact information, and make sure the member understands how to use it.
- Our experts will help begin the process of Living Will preparation (if the member wishes).
- Our staff will also help enroll the member in credit monitoring for IDT (if applicable).

Continuous Member Interaction Advantage

We resell the benefits of the plan through email and written correspondence.

Member Retention Advantage

We are the Life Events Legal Plan experts and only we are able to provide the level of complete assistance to our members on the first contact. We have the ability to update membership files, change payment methods, update dependents, etc.

Membership Pre-Cancel Advantage (for the life of the membership!)

When one of your members enters pre-cancel status, our experts rush into action. PPL Member Advantage Services will call your member to answer any questions, and assist them in making payment method changes on the spot.

Program Schedule:

1st Month:	Greeting Call*
2nd Month:	Email or Letter
4th Month:	Follow Up Email or Letter
7th Month:	Follow Up Call*
10th Month:	Follow Up Email or Letter
Pre-Cancel:	Pre-Cancel Call*Â

** An email or letter will be sent if the member cannot be reached by phone.*

A Service schedule may change if the member falls into pre-cancel status. A

Pre-cancel contact will count as one of the five contacts. A Service is resumed if member does not cancel. A Contact is always attempted for members in the MAS program, but in some cases, due to circumstances beyond our control (for example: a member moves, but does not provide new contact information) we cannot guarantee contact or that conservation of the membership will continue. The pre-cancel call benefit will continue throughout the life of the membership.

MAS Sample Letters / Emails

[To view Sample letters being sent to MAS members, click here.](#)

MAS Contact Letters & Emails

We attempt to contact your members by telephone to welcome them to Pre-Paid Legal and to reinforce the benefits. If we are unable to make phone contact with them, we will send them a welcome email or letter. We will continue to make contact with your members throughout the first year of service, and precancels for life! To view a sample of each of the emails/letters we send, please click below.

US PPL and IDT - Welcome

Dear Valued Member:

Welcome to Pre-Paid Legal Services®, Inc. We've processed your application, and attempted to contact you by phone to review your benefits. We were not able to reach you, but you will receive your membership packet fully explaining the benefits, in a few days.

Have you had your Will prepared or reviewed? Has your spouse had their Will prepared? If not we encourage you to do so. As a Pre-Paid Legal Member you are entitled to have your Will prepared by your Provider Attorney, as well as, a Living Will, Physician's Directive, and/or a Healthcare Power of Attorney at the same time, at no additional cost! Your spouse may also receive the same Will benefits at no cost, if completed within the first 60 days of the membership.

Your Identity Theft ShieldSM Membership provides continuous monitoring of your Experian credit file for suspicious activity and alerts you of such activity. You need more than "do it yourself" information if you fall victim to identity theft. With the Identity Theft ShieldSM Membership a trained expert will take the steps to restore your name and credit for you!

Your Provider Law Firm is:

Do you know someone who needs a Life Events Legal Plan and/or Identity Theft ShieldSM Membership? Please give me a call and let me know.

If you need to update your membership information, such as your mailing/email address, payment methods, or to add/remove dependents, please contact Customer Care at 1-866-419-4400, M-Th, 7 AM - 9 PM CT. Or, email customerservice@pplsi.com.

Regards,

US PPL and IDT - month 2

Dear Valued Member:

By now, you should have received your membership packet. If not, please contact Customer Care at the number below.

If you have not already, I encourage you to have your Will prepared. Your Will questionnaire is in your membership guide or you can download one at www.prepaidlegal.com. Have a question or need legal counsel? Call your Provider Attorney today!

Your Provider Law Firm is:

Have you returned your Consumer Report and Monitoring Authorization Form to begin the continuous monitoring of your Experian credit file? If not, I encourage you to do so. If you would prefer to enroll over the phone, call customer care at the number below. With the Identity Theft ShieldSM Membership, if you become a victim of identity theft, trained professionals will take the steps to restore your name and credit for you.

Pre-Paid Legal's Life Events Legal Plan is designed as your solution to getting the legal counsel needed to navigate the murky waters of life's legal events-big or small. Do you know someone who needs a Life Events Legal Plan and/or Identity Theft ShieldSM Membership? Please give me a call and let me know.

If you need to update your membership information, such as your mailing/email address, payment methods, or to add/remove dependents, please contact Customer Care at 1-800-654-7757, M-F, 7 AM - 7 PM CT. Or, email customerservice@pplsi.com.

Regards,

US PPL and IDT - month 4

Dear Valued Member:

As a Pre-Paid Legal Member you have access to quality attorneys with a simple toll-free telephone call.

Stephen Bright with the Southern Center for Human Rights said, "It is better to be guilty and rich than to be innocent and poor." Think about life events where access to legal counsel with just a toll-free phone call might give you the edge, peace of mind, and the confidence you need to obtain justice. What if you are buying or selling a home? What if a mechanic overcharged you for a repair or charged you for unauthorized work? What if the drycleaner ruined an expensive shirt? What if you wanted a lawyer to prepare your Will, but didn't know a lawyer or were too intimidated to contact a lawyer, or even worse - couldn't afford it? Have you had your Will prepared yet?

Your Provider Law Firm is:

Identity theft is one of the fastest growing crimes in America. Your Identity Theft ShieldSM Membership puts the experts in the field, on your side.

How many people do you know who still go through life's legal events blind, deaf, and mute simply because they don't know where to turn or, more commonly, are just afraid of what legal counsel would cost? The Pre-Paid Legal Services Membership provides a partnership between the typical family in North America and the PPL Provider Law Firm. Do you know someone who needs a Life Events Legal Plan? Please give me a call and let me know.

If you need to update your membership information, such as your mailing/email address, payment methods, or to add/remove dependents, please contact Customer Care at 1-800-654-7757, M-F, 7 AM - 7 PM CT. Or, email customerservice@pplsi.com.

Regards,

LegalShield is always working to provide better service!

Date: 2012-02-09 16:59:09

Subject: LegalShield - Updates to Member Advantage Services (MAS)

From: "PPL Corporate Office"

To: "[NAME]" <[EMAIL]>

Subject: LegalShield - Updates to Member Advantage Services (MAS)

Reply-To: marketingservices@pplsi.com

In an effort to improve the effectiveness of Member Advantage Services (MAS), we recently hired an independent consulting firm to evaluate the current program. After much review, research and testing, it was determined that changes in the process will optimize the service as well as the member's experience.

Findings show that the 7th month, 10th month and anniversary contacts should be eliminated. Instead, those contacts should be made in the earlier stages of the membership and should be live calls. At the consultants' direction, we will be implementing these positive changes.

Our focus will change from long term contacts to a more immediate and more concentrated contact schedule. Our 14 day contact will be more comprehensive and we will increase our ability to reach the named member by using both home and cell phone numbers. We will also place an emphasis on utilization through the 5th month of the membership. Our desire is to make our members fully aware of all of the benefits our services offer and increase the initial usage percentage. And as always, pre-cancel contacts are for LIFE.

Your cost of \$5.95 will now give your members more live MAS team contact which is proven to have a positive effect on the membership's retention. We are working to implement these new procedures as soon as possible and you'll begin to notice changes in your MAS reports. We are excited about the results we expect to see from these changes and look forward to serving you and your members.

For more information about our MAS program or for assistance with adding the service to your members, please contact our MAS Team at 888-288-3396.