

## Presenting Ella, the insurance industry's first interactive digital persona

Last week, Sun Life Financial announced the newest member of the Sun Life family. Ella, a caring and knowledgeable digital coach, is ready to help plan members navigate their online (and soon mobile) options in a personalized way.

Ella is dedicated to helping plan members achieve lifetime financial security and a healthier lifestyle through an algorithm that learns and evolves with plan member feedback. Ella is eager to build an emotional connection with plan members as their companion through life's incredible journey.

Ella will be available to plan members on [sunlife.ca](http://sunlife.ca) and [mysunlife.ca](http://mysunlife.ca). The functionality will be rolled out in a phased approach, beginning with Group Benefits and Group Retirement Services Clients, and will continue to expand as new products and services are added.

The media release can be found [here](#).

### Questions?

Contact your Sun Life Financial group benefits representative.