

Academy - growing SME trading

Selling competitive SME Commercial Lines products by partnering with Open GI

Academy Insurance Services Ltd needed a trusted technology partner to work with them to fully understand their strategic objectives and help them to introduce new products and developments in response to industry requirements.

As a long standing, valued customer of Open GI, Academy has been able to successfully grow its business in Commercial Lines to local SME businesses.

The Client

Established in 1995 with over 100 staff, Academy Insurance Services Ltd is an independent broker fulfilling the needs of over 60,000 customers across its branch network throughout the South East of England.

With a successful portfolio of Personal Lines products accounting for approximately 80% of its business, Academy is proud of its high customer retention rate.

The Challenge

Academy sought to enhance the customer experience through efficient business practices and high levels of customer service, as well as grow its local SME business.

Open GI conducted an extensive Process Review to evaluate how Academy's workflow and business practices could be improved by using the latest products and services.

“ We pride ourselves in providing outstanding customer service, so to receive the same from an IT provider is essential. Open GI has been a proven and market leading technology provider for a number of years and has worked closely with us to help us meet our strategic objectives. ”

*Doug Walker, General Manager
Academy Insurance Services Limited*



The Solution

Open GI, through its Extended Support Services, maintains and supports all of the IT infrastructure for Academy, including:

The Core Back-Office solution; complete office administration system for the entire broking process from managing quotations through to reconciliation of accounts and insurers for Commercial and Personal Lines.

Open Suite; portfolio of products that allows for easy document creation, effective file management and flexible document distribution to help generate significant workflow productivity benefits.

Open Trader; complete solution for the electronic trading of Commercial Lines business. Web based and fully integrated with the Core Back-Office, it simplifies the quote to sale process for numerous product lines.

SMS Text Messaging; An integrated communications solution to send text messages in three ways; ad hoc, batches or automatic triggers via calculations.

InfoCentre Plus; Provides easy access to the data you hold, in a format that can be manipulated to integrate with third party applications and reporting tools.

The Benefits

- Efficient workflow and processing using the Core Back Office allows Academy to provide excellent customer service, achieve significant cost savings and increase in staff productivity.
- Outsourcing IT to Open GI allows Academy to have peace of mind and focus on their core business of selling Personal and Commercial Lines to clients.
- Academy has been able to sell competitive SME Commercial Lines products and grow their business.

Delivering results

The partnership agreement with Open GI included a substantial upgrade of Academy's IT solutions as well as Open GI's productivity solutions including Open Attach and Open Print Manager.

Both of these solutions have helped staff workflow and increased productivity to further enhance their paperless office. Customer Service has also been enhanced with the inclusion of Open GI's latest productivity solution, SMS Text Messaging - an instant client communication tool that allows simple direct messaging that can be sent individually or in batches, especially useful at the point of renewals.

By contracting for Open Trader, Academy has been able to attain greater market reach to multiple markets and products in Commercial Lines for SME trading.



About Open GI

With over 30 years' expertise, Open GI develops integrated Front and Back-Office broker solutions and software specifically for commercial, personal, niche and composite lines. We understand the needs of brokers and have developed end-to-end software solutions to meet your needs from managing quotations and converting prospects to live clients, through to reconciliation of accounts with insurers.

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