

A&A Group Ltd - increase overall productivity

Seamless data transfer for fast delivery of quotes via Open GI's e-commerce solution

Specialist motor broker, A&A Group Ltd (Allen & Allen) whose online brands include My Motor Quote and My Van Quote, needed a market leading technology partner following a thorough review of their existing IT systems. Streamlining processes was a key requirement for their business, with a desire to achieve an increase in overall productivity and a particular focus on developing their existing online functionality.

By using Open GI's e-commerce services, A&A Group Ltd strengthened their online presence by being able to offer comparative real-time quotes from multiple providers and seamlessly continue their specialist commitment to the non-standard market.

The Client

Founded in 1968, the Middlesex-based broker has grown into one of the UK's largest motor insurance specialists, with many unique schemes for non-standard as well as standard insurance contracts. The A&A Group Ltd has grown

to become a leading provider of independent non-standard motor insurance, with a yearly turnover in excess of £80 million.

Recognised over the last 4 years for continually raising standards in the insurance industry, A&A Group Ltd wanted an IT partner who could help them achieve the delivery of their award winning commitment to quality products and customer care.

The Challenge

A&A Group Ltd required a strategic technology partner with a particular focus on developing their existing online functionality after considerable growth in the past two years.

A&A Group Ltd wanted to continue to grow in the online space by utilising the latest technologies to deliver a quick and easy way to return highly competitive insurance quotes to customers.

“It was imperative that we sought flexibility from Open GI to create a tailored bespoke solution that met our specific needs, which it has. Our work with Open GI's e-commerce team will significantly help drive further increases in our online margins.”

Tony Allen, Chief Executive
A&A Group Ltd



The Solution

A&A Group Ltd has been a dedicated Open GI customer for over 20 years. Through a thorough review of their existing IT systems, Open GI's e-commerce solutions aimed to assist with difficult trading conditions and accommodate expansion to A&A Group Ltd's IT system with minimal disruption:

eBroker for Personal Lines; a market leading online quote and buy e-commerce solution with a choice of quote engines for selling Personal Lines to clients in real-time, with a capacity to handle large online quote volumes. Fully integrated with the Back-Office, this toolset aids A&A Group Ltd to expose their online brands to a nationwide audience that truly delivers on style, speed to market and high performance.

Hosted eQuotes for Personal Lines; for added flexibility and greater control over workflow, A&A Group Ltd also utilise this online Personal Lines quote service which integrates with My Motor Quote and My Van Quote websites. This bespoke solution is ideal for the larger broker,

wishing to tailor the customer online journey, who have access to in-house or third party web capabilities.

eAggregator; allows A&A Group Ltd to expose their online brands to the widest possible internet audience. Fully "Deep Linked" with eBroker and Hosted eQuotes, the eAggregator service is the single point of integration for all market leading comparison sites.

Active Quote for e-commerce; a pricing tool that enables brokers to apply rules to a comparative quote engine for online quoting in real-time.

The Benefits

- The Open GI system now supports over 200 A&A Group Ltd users across all departments including Private Car, Van and Home Insurance.
- The bespoke e-commerce solution is unique from the competition by providing customers with choice and flexibility.
- Delivers online quotations in

real-time, with full Back-Office integration and secure online card payment processing through e-commerce solutions.

- Support and development available from Open GI enabled employees to use the system effectively and easily.

Delivering Results

With four decades of innovative delivery of cheaper insurance premiums, the A&A Group Ltd invested in Open GI's e-commerce solutions to aid administration efficiencies and increase productivity, with a specific focus to their existing online functionality.

Tony Allen, Chief Executive, A&A Group Ltd said: "The decision to expand our IT infrastructure with Open GI represents a significant investment for the business. We've experienced considerable growth in the past two years in what have been difficult trading conditions and needed to expand our IT system to maintain this momentum and provide faster, more competitive quotes online."



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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