

Bluedrop Services- outstanding business performance

New Business Venture achieves outstanding business performance with Open GI

Commercial and Personal Lines broker, Bluedrop Services wanted a technology provider to help build their new business venture, increase efficiency levels and ultimately improve productivity.

The Client

Bluedrop Services, based in Southampton, is an independent broker trading both Commercial and Personal Lines insurance. Established in 2010, they needed a robust system to provide their customers with a speedy service.

New to the market, Bluedrop wanted to build a reputation for customer service. With a strong desire to achieve outstanding business performance as a highly respected, trusted and compliant business partner, they strive to provide a personalised and individual service to their clients.

The Challenge

With a clear vision and strategy for their broking business, Bluedrop wanted productivity solutions from Open GI that provided them with the best and most efficient functionality to provide a fast and reliable service.

Wanting to be suitably placed for seamless insurance trading, Bluedrop's overriding challenge was to provide excellent customer service.

“We were impressed with the range of solutions on offer by Open GI and how these can be easily tailored for our business. As a new start-up business, we needed to ensure we had the best and most efficient technology in place in order to provide our clients with a fast and reliable service.”

*Doug Kelley, Commercial Director
Bluedrop Services*

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S E R V I C E S

The Solution

Bluedrop sought the latest broking technology to aid efficiency levels from the onset and improve the overall user experience. Ensuring they had the latest tools for workflow efficiency, as well as virtually storing all of their documents, Bluedrop are using the following Open GI products and services:

Open-i; allows risk data to be captured within a Windows look and feel environment whilst maintaining full Back-Office integration.

Open Attach; allows brokers to attach any files, including Open GI and Microsoft documents to prospect, client or policy records within the Open GI Core System. The software has an easy to use interface allowing you to quickly open related files and documents, with advanced filtering to make document searches easier.

Open-R; provides a step-by-step approach to configuring standard and client specific register formats so that they can be further customised each time a register is generated.

Open Print Manager; provides a flexible print queue facility that allows brokers to reduce the overall time staff spend at the printer organising documents for distribution.

Sanctions Checking; enables brokers to screen clients against Her Majesty's Treasury UK and NI sanctions list at Point of Sale from within the Open GI system or retrospectively, via a real time look-up. This avoids litigation associated with the sale of insurance to sanctioned organisations and individuals such as those guilty of terrorism.

The Benefits

- System implementation was quick and easy, with minimum disruption.
- Bluedrop benefit from having a paperless office for virtual storage of documents.
- Intuitive and modern look and feel of the front end was easy for staff to quickly get to grips with.
- More efficient call handling as the dramatic reduction in the number of key strokes has

meant the system can be easily picked up by anyone, with or without experience of the Open GI system.

- Faster staff processing, which in turn frees resources to focus on selling opportunities and increased volumes of business – essential to Bluedrop's growth plan.

- Efficient workflow enables Bluedrop to provide excellent customer service.

Delivering Results

Partnering with Open GI has assisted Bluedrop's aspiring growth strategy by enabling them to successfully transact insurance automatically, using the latest in broking technology, to aid efficiency levels and improve the overall user experience. Bluedrop can now ultimately embrace faster staff processing, freeing resources to focus on selling, and offer their customers an excellent experience.



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.

For more information on Open GI's products and services please contact:

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