MCE - full throttle on Bike Insurance

Greater efficiencies and enhanced overall customer experience with end-to-end processing

MCE needed a trusted technology partner to increase operational efficiencies through technology and grow their web business for specialist bike insurance. In a five year partnership deal, Open GI built and managed their entire IT infrastructure including MCE's call centre and e-commerce website, www.mceinsurance.com. As a result, MCE has experienced 30% business growth and significant reductions in end-to-end processing of policies sold through its call centre and website.

The Client

MCE was founded in 1975 and is the UK's leading provider of specialist bike insurance selling over 163,000 policies each year. Employing over 200 staff in Northampton, MCE was ranked 25th in the Top 50 Brokers in Personal Lines Supplement by Insurance Age, 2011.

MCE has a successful portfolio of Personal Lines products that include both bike and car insurance sold via its call centre business and website.

The Challenge

As a long-standing and valued partner of Open GI, MCE wanted a reliable IT partner for their IT infrastructure including their call centre and e-commerce website www.mceinsurance.com.

With ambitious growth plans through its developing product range, MCE wanted to further expand its business through e-commerce and create internal workflow efficiencies.

> By partnering with Open GI, we are confident that we will be able to achieve substantial growth, whilst improving the overall customer experience with effortless end-to-end processing. The bespoke development projects are fundamental to our strategy and drive the biggest impact on the business, particularly at renewal.
>
> *Julian Edwards, Chief Executive*
> *MCE Insurance*

The Solution

Having previously developed a fully integrated e-commerce website with quote and buy functionality and a competitive pricing tool for aggregators, Open GI was selected as MCE's technology partner to introduce a range of products to achieve "zero-touch" web processing and improved call centre processing speeds. By reviewing and maintaining the IT infrastructure for MCE, Open GI has provided a number of efficiency saving solutions to cut costs and improve productivity, in addition to a number of bespoke project developments for their bike insurance products:

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

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

Open Document Centre; allows brokers to control the printing process from one central location. The software automatically converts Back-Office documents to PDF and provides all the tools to manage multiple user print queues.

eBroker for Personal Lines; online gateway with a choice of quote engines for selling Personal Lines to clients in real-time, without the need for MCE to rekey data into the Core Back-Office system.

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

The Benefits

- MCE achieved 30% growth in 2010 with the support of Open GI technology.

- Improved workflow productivity with less manual intervention and automated document delivery.

- Improved web and call centre processing speeds to introduce greater efficiencies and enhanced overall customer experience with end-to-end processing.

- Competitive and real-time pricing for quote and buy customers visiting website.

- MCE has a greater understanding and control of all aspects of business performance such as renewals, diaries, debtors/creditors and effectiveness of marketing.

Delivering results

The five year partnership between Open GI and MCE has already helped MCE achieve its ambitious growth plans through a series of bespoke project developments, product implementations and the overall build and management of MCE's call centre and web IT infrastructure.

MCE has experienced significant reductions in end-to-end processing and has become more competitive by offering a slicker service to online and call centre customers.

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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