

SEIB - excelling in customer service

Boosting customer service through enhanced workflow efficiencies with Open GI

Offering a wide range of schemes, South Essex Insurance Brokers Ltd (SEIB) have been providing insurance solutions since 1963. As a long serving Open GI client, SEIB wanted to further enhance their workflow efficiencies in order to boost customer service and establish cost savings to the business.

The Client

Trading for over four decades, SEIB have a strong belief in customer service and work with a range of UK based insurers, with a proven track record to offer their clients the specialist cover they require. Having built their reputation in providing specialist schemes to cover niche markets, they offer industrial and personal insurance.

SEIB are constantly updating their policies and creating exclusive new products and services to meet the changing demands and needs of their client base.

The Challenge

SEIB have won several customer care awards and wanted to maintain their established reputation. With a desire to excel and strengthen their customer service, SEIB wanted a technology provider to work with them to achieve their ambitious customer service objectives, save costs via workflow efficiencies and grow their already established business.

“Keeping products current in the mind of the customer is paramount to us. With improved workflow from our Open GI solutions most of our clients are impressed with our quick and efficient service. It's the difference between retaining a customer and them not ringing you back.”

*Andy Davies, IT Manager
South Essex Insurance Brokers*



The Solution

SEIB worked with Open GI to achieve their business needs, adding strength to their customer offerings using the following Open GI products:

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.

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

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.

Scheme Toolkit; a suite of software components that can be used to administer schemes that reside outside of the standard Open GI quote engines. These products can be of varying

complexity ranging from Travel to complex Equine schemes.

The Benefits

- Organising printed documents for distribution, SEIB have significantly reduced their quote processing time.
- Sending client documents by email substantially reduces print and postage costs for SEIB.
- Clients receive their documentation sooner – improving overall customer service.
- Workflow efficiencies via enhanced productivity processes has led to quantifiable bottom line savings.

Delivering Results

SEIB have experienced several business benefits by implementing Open GI's productivity solutions. Overall business performance is more efficient with both essential cost and time saving measures in place, improving workflow and

enhanced customer service levels.

Particularly impressed with their automatic document distribution process, Andy Davies, IT Manager, SEIB, said: "More and more business is being transacted via new media and it's essential to keep up with this. If you don't, you miss a step and a potential gap opens up between you and the market. Open Print Manager allows us to deliver our documentation quickly and effectively to those customers that want documents immediately. It's almost so heavily relied upon that you don't even realise it's there anymore. It's now part of the process!"



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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