

Wrightway - efficiency savings for brokers

Efficiency savings for brokers through Wrightway's partnership with Open GI

One of Ireland's largest underwriting agencies, Wrightway needed a technology provider to work with them to achieve a paperless way to load renewal quotes onto a broker's Back-Office system in order to create significant workflow productivity benefits. They also wanted to extend their partnership agreement to ensure their products and services were available to brokers on the open market and continue to be the lead insurer in Ireland through technological advances with Open GI.

The Client

Wrightway Underwriting Limited, servicing over 60,000 policyholders, was established in 1999. Providing schemes including private motor and commercial policies, they branched out into other niche areas over a period of time, expanding on their wealth of insurance knowledge. Their key strategic aim is to provide an acceptable return on capital while providing efficient delivery of service. Since Wrightway's inception they have always identified technology as

a key driver for business growth and were the first company in Ireland to utilise Electronic Data Interchange (EDI).

Wrightway wanted to further enhance their workflow processes for the business and broker's using leading edge products and services and sought an IT partner to help them achieve this.

The Challenge

Wrightway Underwriting Limited needed to increase their trading efficiencies by further improving their productivity functionality and customer service for brokers via technology. Being an established customer of Open GI for nearly 10 years, Wrightway wanted to renew its partnership with a dependable technology provider to continue to supply them with the latest in insurance technology using an agile platform to distribute their products to the open market - over 300 brokers.

“ We were keen to work with Open GI due to the continued increase in brokers using the platform and their expertise in the delivery of Full Cycle EDI.

*David Farrell, IT Manager
Wrightway Underwriting Limited*



The Solution

Wanting to automate the renewal process, Wrightway needed a technology provider to be able to supply cost-effective functionality to reduce manual output and increase efficiency. Using the Insurer Administration System, Wrightway are not only able to trade their products on the open market but are also able to receive EDI messages, including those from other software houses, via Open GI's Back-Office. By allowing the integration of other software houses, Wrightway only need one Back-Office system to be able to channel their products to brokers.

By utilising the following products from Open GI's product suite, Wrightway were able to improve time to process renewal policies, enhance customer service levels and improve their own workflow efficiencies by electronic renewal transfers:

Insurer Administration System; Open GI's Insurer Administration System enables Insurers to trade on a Full Cycle EDI basis with the open market. It automatically processes their inbound EDI

messages, without having to make the vast investments traditionally associated with this type of solution. Full integration means that written business is received in an automated format via Full Cycle EDI and all records are automatically populated within the Back-Office.

Renewal Refresh: allows manual business to be replaced automatically on a Full-Cycle EDI basis which will significantly reduce time processing renewals, improving customer service.

The Benefits

- Able to trade on the open market to over 300 brokers via Full Cycle EDI without having to invest heavily in hardware.
- Automatic renewal processing negates the need to manually rekey data.
- A significant reduction in the time to process motor renewals for brokers using Wrightway's products, improving their level of customer service and generating considerable workflow efficiencies.

- Help's brokers meet competitive pressures due to processing policies in the shortest time possible.

Delivering results

By taking the lead with using the very latest technology, Wrightway have achieved significant improvements to automate their processing tasks. They have helped brokers save valuable time and efficiency gains, meaning they can give their clients a speedier, more customer-focused experience. In line with their business objectives, Wrightway are keen to continue to grow their products and services on the Open GI platform to further enhance the customer experience.

David Farrell, IT Manager at Wrightway Underwriting Limited said; "We pride ourselves in innovation and we see this new introduction for automated motor renewal rates as a significant break-through for brokers to aid customer service and workflow efficiencies. Investment in technology has been a key feature in our growth strategy."



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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