



Quantiv Insurance Solutions consistently deliver functionality that works to our exact specification - on time and to aggressive timescales. The systems change quickly and without downtime to keep pace with our fast moving requirements. Quantiv are industry leading performers both technically and in their responsiveness to customer needs.

Paul Smith
Chief Executive
UK Underwriting Ltd



The Company

UK Underwriting Ltd is the technical arm of the UKU Group, a company which has diversified from a specialist underwriting agency into claims handling insurance distribution and fulfilment services. The company supports the development of a range of personal and niche insurance products such as payment protection, home emergency, mobile phone and travel insurance.

Its success depends on its ability to understand what the market needs and to respond quickly by creating innovative schemes for its clients, at reasonable cost.

The Business Requirements

UK Underwriting initially needed to develop a quote-and-buy system for the lettings market. The solution had to consider thousands of potential customer questions and responses to determine the right product offering. It also had to be secure and comply with FSA standards, and handle large volumes of data in a high change environment. Any system developed had to work right, first time.

Quantiv won the business because of its innovative and reliable approach. The Quantiv framework allowed modelling and testing to be completed before development. The solution could be introduced safely and, more importantly, re-configured easily to respond to changing demands without the need for additional coding.

Quantiv's insurance platform now supports UK Underwriting's growth strategy and the two companies have established a strong working relationship. According to Mark Randerson, Head of Group Distribution and Business Development Services, "we describe Quantiv as our extended family.

It is more than a preferred supplier, Quantiv is our strategic partner."

The Solution

Starting in January 2006, with a scheme for buy-to-let landlords, Quantiv's team defined UK Underwriting's processes. This model was used to configure the Quantiv Insurance Platform - a system with the capacity, if required, to manage UK Underwriting's entire insurance portfolio as well as integrate with legacy systems.

Quantiv recognised that asking the right questions was crucial. The business modelling had shown that the most important challenges to UK Underwriting were the:

1. speed of product development;
2. ease of distribution and access for customers through a diverse supply chain – specialist underwriters, sales agents and affiliate organisations;
3. ability to flex at business speeds.

From these early discussions Quantiv created a solution which combined a customisable website with an underwriter product builder and sales and marketing toolkit. This was underpinned by a platform which included a rules and ratings engine, payment services, metrics and a policy and document management system. All of which was FSA compliant.



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Gary Cuddy, Head of IT and Strategic Projects commented “what sets Quantiv apart from its competitors is its focus on looking ahead. The team knew where UK Underwriting wanted to get to. This was a challenge when UK Underwriting was evolving its business model. Quantiv had to make certain assumptions and the team was able to make the right decisions based on their understanding of our commercial and business requirements.”

Quantiv had to deliver within strict timelines – 12 weeks - and within a fixed price. It rose to the challenge and was able to conceptualise UK Underwriting’s requirements into a product. “The software was developed and implemented within aggressive timescales” said Paul Smith, Chief Executive of UK Underwriting Ltd.

But more importantly, according to Gary Cuddy, “the projects went ‘live’ with no problems. No outages meant our product was always available so UK Underwriting was able to gain market share quickly. “

The Benefits

1. Increased profitability and speed to market

New ideas can be developed into a product (with a range of optional features) as quickly as the risks can be defined, rather than how quickly software can be coded, or the time it takes for the underwriter to refer a policy to compliance. Provided the way a policy is constructed does not change, UKU staff have the freedom and control to seamlessly change products to meet the needs of a particular target market. New questions can be incorporated into the quote-and-buy system and the responses can be used to assess risk and premiums. Users define the parameters and rules (e.g. underwriters set risk and ratings, while sales and marketing fashion the margins and brands) enabling UK Underwriting to move fast and to capitalise on being first to market.

Gary Cuddy described Quantiv’s contribution to the company - “without a good product, competitive pricing and availability we would not have been able

to secure a substantial market share of the lettings market in two years. Quantiv’s platform was instrumental in making us available and accessible.”

It was also the quality of the solution which was important to Paul Smith. “Quantiv is focused on giving us competitive advantage. It is an industry-leading performer, it is responsive to customer needs and delivers to our exacting technical standards.”

2. Business intelligence to reduce cost, make the most of margins and customers

By automating policy management and linking it to accountancy/bordereaux and sales processes, UK Underwriting Ltd is now able to monitor where it is making money. It can also make mid-term adjustments to scheme definitions quickly, making it responsive to a dynamic claims-handling environment.

Sales teams know when policies are nearing capacity and can be prompted to push new policies to maximise revenue. The administration system takes into account multiple sales channels (direct, broker, phone and online) and issue the right policy, with the right branding. The system can identify client capture points whether it’s through the web, post, call centre or a combination of these, so the company can develop targeted marketing campaigns.

3. Adaptability

The trust earned by Quantiv resulted in the team working with UK Underwriting on other projects including the development of a claims-handling system and a B2C property letting system. Both were natural extensions to the original B2B landlord insurance solution. The ability to re-use the main components of the platform made it a more reliable, cost effective, faster option. This was particularly important to Paul Smith who was keen for UK Underwriting to stay competitive. He highlighted, “the systems can be changed quickly, with no down-time, to keep pace with our fast-moving requirements.”



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