

CASE STUDY

ADVANCE INSURANCE AGENCIES



Independent broker
with 62 staff



Chippenham,
Westbury & Swindon



Annual GWP of £13m

GROWTH THROUGH GREAT CUSTOMER SERVICE

"I bought Advance Insurance 18 years ago – at that time, we had one office and five staff. Since then, the business has grown significantly, particularly in the motor and related specialist markets. Our annual GWP is now £13m, with 62 staff and five offices. The plans are to grow to £20m GWP using the same business ethos as now, which is focused on providing great customer service.

"While new business comes through traditional channels – telephone and branches, it is largely generated online through aggregators. We try to speak to our customers more than most brokers, which helps us ensure their cover is right and helps build a relationship with our clients. Our renewal retention is higher than average, helped by the time we spend at renewal speaking with our customers. We want to ensure that the customer knows what they're buying from us and sees value in the service we provide."

The system has been scalable and therefore supported our growth plans over the years. We have a good relationship with SSP, which has helped us along the way.

Clive Woods, Managing Director, Advance Insurance Agencies



RELIABLE AND STABLE

"We've always used SSP, and our system has always been reliable and stable. It works well for our requirements, it's effective and has a good range of full-cycle schemes and capabilities. Most of our business is full-cycle EDI, so using SSP has made our business quicker, more efficient and more accurate.

"The system has been scalable and therefore supported our growth plans over the years. We have a good relationship with SSP, which has helped us along the way."

“

Using SSP has made our business quicker, more efficient and more accurate.

”

*Clive Woods, Managing Director,
Advance Insurance Agencies*

“

The plans are to grow to £20m GWP using the same business ethos as now, which is focused on providing great customer service.

”

*Clive Woods, Managing Director,
Advance Insurance Agencies*

EVOLVING FOR FUTURE SUCCESS

"SSP has begun to engage with us as customers much more to discuss the new SSP Broking system due out in 2018. They are keen to listen to our views and suggestions so the development of the system can be influenced by brokers.

"We have a number of ideas that would help us service our customers better, and would like to see these included within the new system. SSP is encouraging us to share our wish list, so it can be considered within the current development work. We expect our future growth plans to be supported by our SSP system, which we expect to develop and evolve to meet both our needs and those of our customers."

To find out more about SSP, call us today on
0800 590 705 or visit **www.ssp-worldwide.com**

