

CASE STUDY

ASHBOURNE INSURANCE

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INSURANCE



Hertfordshire independent
broker, with 18 staff



40% commercial line &
60% personal lines



Annual GWP of £4.5m

STARTING OUR JOURNEY WITH SSP

“My father-in-law started Ashbourne Insurance from nothing in 1981. Seven years later, they went to North Park Computer Services (an SSP predecessor) as it was the sturdiest platform and the best for their needs. At that time, the business’s GWP was £0.5m, with a 99.9% focus on personal lines.”

A SLICK PLATFORM FOR PERSONAL AND COMMERCIAL LINES

“My father-in-law retired in 2008 and along with my wife and brother-in-law, we took over the business. We had one office running an Open GI system (Misys) and another using SSP. There was no longer the need for two systems so, after a period of due diligence, we chose SSP Electra^{M3}. Not only did we have more users on the SSP system than on Misys, but it was also the slicker platform and I was concerned that Towergate owned the Open GI system.

“As SSP brought two environments together, we’ve been able to use the branch system to greater effect. Additionally, the SSP solution accommodates both personal and commercial lines – we are 40% commercial lines and 60% personal lines now. Our GWP has grown to £4.5m, with 18 employees in total.”

As long as SSP keeps progressing, we will continue to have all the tools we need to grow the business and give more weight to what we are doing.

Peter Smits, Managing Director, Ashbourne Insurance



DELIVERING FUTURE GROWTH AND EFFICIENCIES

“We have always prided ourselves on being a local provincial broker, and will stick to those traditional values in the future. We will continue to major on being an independent broker of trust and providing a personal service – the most important way SSP can support us in that is through a stable platform, which will enable us to further grow our commercial lines and deliver improved efficiencies in personal lines.

“I am looking forward to the new SSP Broking platform. As the margins on personal lines are being squeezed, achieving efficiencies is very important, and the new platform will enable us to do just that. As long as SSP keeps progressing, we will continue to have all the tools we need to grow the business and give more weight to what we are doing.”

SSP has always demonstrated a willingness to understand any difficulties and get them resolved to move forward

The most important way SSP can support us in that is through a stable platform, which will enable us to further grow our commercial lines and deliver improved efficiencies in personal lines.

Peter Smits, Managing Director, Ashbourne Insurance

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

