

**NEWS RELEASE:  
FOR IMMEDIATE PUBLICATION**



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## **Keychoice celebrates 25 years supporting broker businesses**

2019 marks the 25th anniversary of Keychoice, SSP's distribution group. Keychoice has come a long way since 1994 when it was launched at the Ra Group offices in Halesowen, in the West Midlands. Keychoice was set up to create pioneering, cost-effective solutions specifically to help insurance intermediaries. 25 years on they are still doing that, having built a nationwide network of members and creating a distribution business that offers significant potential for brokers and insurers alike.

Back in the early nineties, Keychoice started life with just four insurers and this has grown to over 25 insurer and business partners with a membership base of almost 500 brokers, controlling in excess of £1.56bn GWP. One of the original insurer partners was Ageas, (known then as Bishopsgate) with whom a great partnership has been maintained over the last 25 years. "Our longstanding relationship with Keychoice works because we both have a passion for providing great service." said Ageas's Chief Customer Officer Ant Middle. "Although this is a time to look back and reflect on the success we have both enjoyed over the last 25 years, it's also a time to look forward to our continuing strong relationship."

Ron Atkinson, Distribution Director said "It's great that we still have 38 broker members who joined Keychoice way back in 1994, and over 120 members that have been with us for 20-25 years. I think the longevity of our base is testament to how much value Keychoice has brought them."

Today, Keychoice offers untapped distribution potential that exists by connecting insurers and brokers operating uniquely on SSP technology platforms and continues to focus on increasing value for both members and partners. Valerie McIntee, Proprietor at E H Ranson & Co, who have been Keychoice members from the beginning said "Since 1994 Keychoice has helped us to be competitive with a great selection of insurers offering exclusive products, many with enhanced commissions or discounted rates. Keychoice has always been a great tool to have in our kit bag."

Another longstanding member is Woodland Insurance in Leeds. They commented: “Keychoice has been very helpful in helping us retain business”. Ian Wallace from Wallace Insurance, another member since 1994, said “Having been a member from the start we have always found Keychoice useful, as it gives us access to a wide range of competitive schemes.”

Over the last few years the team have been heavily focused on growing the insurer panel and introducing a series of new products. In 2015 Keychoice partnered with the RAC to offer exclusive Breakdown recovery products to Keychoice members. This partnership was more recently extended for a further five years, together with the introduction of seven new products.

Keychoice has also developed a number of new partnerships over the past year with a range of insurers and service providers, including LV=, XS Direct, All Broker Services, Global Payments and DAS. There’s lots more to come too, as Keychoice continue to work closely with partners to ensure members can benefit from great products with enhanced rates, which provide significant competitive advantage to help them grow their business.

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#### **Notes to editors**

##### **About Keychoice**

Keychoice is the insurance distribution group owned by SSP, and its products are exclusively available on SSP’s technology platforms. Member brokers are able to win in the market through access to better and more competitive products, making them an attractive distribution channel for insurers. The insurers who partner with Keychoice also access unique data and intelligence that enables them to accurately target growth.

[www.keychoice.com](http://www.keychoice.com)

##### **About SSP**

SSP is a global provider of technology systems and solutions across the entire insurance industry, using our expertise to enable our customers to transform their business and increase their profitability. SSP provides core technology solutions, distribution and trading capability, advanced analytics and solution delivery. We work with 8 of the top 10 UK insurers, 4 of the top 10 global insurers and over 40% of UK brokers. Our unique position in the market, including the largest market share of UK e-trading, enables us to provide leading data insight and unrivalled distribution. With over 30 years’ experience, our knowledge, talent and technology capabilities deliver innovative results that make us the partner of choice for our customers.

[www.ssp-worldwide.com](http://www.ssp-worldwide.com)

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