

**NEWS RELEASE:  
FOR IMMEDIATE PUBLICATION**



**10 October 2017**

## **SSP invests in commercial lines with new appointment**

SSP has strengthened its Keychoice insurance distribution business with the appointment of Graham Walker as Commercial Lines Relationship Manager.

The move follows the announcement of Keychoice's regional panel for commercial lines business in July. Reporting directly to Ron Atkinson, Distribution Director, Walker will use his wealth of industry expertise to drive the panel forward, working closely with providers to develop a best-of-breed solution that provides a significant competitive advantage for brokers and insurers.

Walker brings over 30 years' experience to the role, gained in both a family-run local brokerage and several key positions in the commercial arm of Swinton, where he managed local insurer relationships.

A key part of SSP's strategy is the adoption of commercial e-trading, which makes it easier and quicker for brokers to gain multiple quotes from different insurers with no re-keying. In return, insurers gain greater access to high street brokers, one of the most profitable channels in the UK insurance market.

The distribution of commercial insurance products is evolving quickly, and SSP is committed to the adoption of e-trading. SSP has seen an uptake in volumes as a result of this revitalised approach to commercial e-trading and recently announced Ageas as the third leading insurer to join its Polaris imarket live-chat platform.

"I am delighted to be joining the SSP distribution team at such an exciting time, where development and innovation are at the forefront of every project," said Walker. "From a commercial point of view,

SSP has a clear vision to increase the range of products available to Keychoice members to help them grow their business. I am looking forward to meeting and working with our fantastic partners."

Speaking about the appointment, Ron Atkinson said: "I am really pleased to welcome someone of Graham's calibre to Keychoice to champion commercial lines. He is our fourth new appointment in the last 10 months, as we invest in our team ready for the next phase of growth and evolution."

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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.

Membership now extends to over 500 members, who control in excess of £1.7bn GWP. Based on our view of the market, Keychoice brokers grew their total GWP by more than 7% during a tough trading period.

[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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