

**NEWS RELEASE:  
FOR IMMEDIATE PUBLICATION**



**16 April 2019**

## **SSP signs up Bahamas First Holdings Limited**

Bahamas First Holdings Limited (BFHL) has signed a five year agreement for the implementation, and run of SSP's Digital Insurance Platform for both its Bahamas and Grand Cayman operations. SSP was chosen to replace their legacy technologies, and the digital transformation project will result in fundamental changes to how Bahamas First General Insurance and Cayman First Insurance operate, through delivering enhanced customer, broker, agent and employee user experience and enhancing the value it delivers to all parties.

The flexible, end-to-end digital insurance platform will provide BFHL with the ability to become more customer focused, by providing its customers with online quote & buy and self-service capabilities. Brokers and Agents will also be able to serve their clients online through portals which will support full-cycle processing, from quotations, accepting new policies through endorsements and renewal processing.

BFHL will also benefit from a new user interface, which is responsive in design – allowing customers, agents, brokers and staff employee usage from a variety of devices (mobile, tablet and/or desktop). SSP's digital insurance platform meets all requirements to assist BFHL in remaining competitive directly out-of-the-box; without requiring the purchase of add-on modules to plug functionality gaps. Additionally, it will make it faster and easier for BFHL to respond to change and modify its processes in order to transform the business.

### **Adrian Coupland, Customer and Marketing Managing Director at SSP, said:**

"I am delighted to extend our Caribbean customer base with such a key client, following a competitive selection process.

We at SSP are committed to growth in the region, providing front line support from our US office as we have done for over 30 years. Our digital insurance platform will support BFH in their profitable growth, and allow it to evolve to meet growing digital insurance demands of customers and agents".

**Patrick Ward, President and Chief Executive Officer of Bahamas First Holdings Ltd., said:**

“We have no choice but to meet the changing demands of our customers and by working with SSP, we are transforming the way we do business, streamlining processes and using data and technology to create a digital platform to make life easier for customers, our employees and our agents and brokers”.

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**Notes to editors**

**About Bahamas First Holdings Limited**

*Bahamas First Holdings Limited is the parent company of Bahamas First General Insurance Company, NUA Insurance Agents & Brokers, First Response and Cayman First Insurance. Its largest subsidiary, Bahamas First General Insurance Company, began operations in 1983 and was the first general insurance company to exceed US\$100 million in premium income in The Bahamas; it continues to be a market leader.*

*Bahamas First General Insurance Company and Cayman First Insurance are certified A- (Excellent) by A. M. Best, which reflects the company's strong capitalization and credit policies, leading market share and effective management structure. The Bahamas First Group and its employees have a long history of community involvement and support for organizations working to improve lives in The Bahamas and The Cayman Islands.*

[www.bahamasfirst.com](http://www.bahamasfirst.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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