



# Leading UK insurer Ageas powers its broker performance with FS Xcelerator Broker Management

## About the organisation

The UK's sixth largest car and home insurer, Ageas UK insures over four million customers and is part of an international group headquartered in Brussels with over 40,000 employees.

Ageas UK was awarded The Institute of Customer Service's ServiceMark Accreditation in 2021, a nationally recognised benchmark of its achievements in customer service. It has also won countless industry awards, achieving accolades at the British Insurance Awards 2022, the Insurance Times Claims Excellence Awards 2022 and was most recently named Top Employer 2023.

## The Challenge

Ageas UK's re-platforming programme is at the heart of its digital transformation strategy. It will empower the organisation to operate in a faster, simpler and more agile way, underpinning its exceptional capabilities in underwriting, pricing, claims and fraud management, as well as its excellence in data and analytics.

The leading insurer needed a modern, cost-effective solution to generate the sophisticated business intelligence to support its sustainable growth strategy. But its existing bespoke system was outdated and no longer fit for purpose.

Measuring and monitoring the levels of business it operates through different affiliates, brokers and third parties is critical to the firm's successful financial management process. A new system would need to integrate with the huge amount of critical broker network data held in a bespoke IBM iSeries back-office system.

Joel Markham, Head of Broker Distribution, Ageas says **"The Xpedition bid presentation demonstrated a deeper understanding of our requirements than other consultancies and – very importantly – showed proof of their ability to**

## Highlights

Broker relationship management platform helps strengthen broker relationships and build stronger network of brokers, affiliates and partners

Ageas gains deeper insight into broker performance in one platform, leveraging key data and business intelligence

The Microsoft cloud platform streamlines broker onboarding and tracks all activity

Full integration with Microsoft Dynamics 365 and parallel digital projects including digital marketing strategy



deliver. They also made a realistic and accurate assessment of the implementation timescale, which was very reassuring. The team was very flexible and worked to our schedule and budget."

## Solution

Xpedition was engaged to deliver a core broker relationship management solution powered by Microsoft Dynamics 365, using the client's existing iSeries data. The project, divided into two phases using Xpedition's agile methodology approach, was successfully delivered on time and on budget.

In phase one, Xpedition scoped out the project to rationalise the resources that would be required both in-house and with Xpedition, keeping costs down and promoting a collaborative approach.

For the deployment phase, Xpedition's robust plan prioritised the most key business functions to go live first to prevent disruption with the firm's BAU activities. Interdependency integration was developed with other business critical projects. This included a new broker extranet and a major digital marketing campaign with ClickDimensions that would target brokers with the most relevant and profitable offerings.

Leveraging Microsoft Dynamics 365, Xpedition deployed its dedicated FS Xcelerator Insurance Broker Management solution. One of the major advantages of Xpedition's solution is

that it provides all the benefits of a robust Microsoft cloud platform while streamlining broker performance, onboarding and relationship management.

Meeting Ageas' stringent compliance and regulatory standards for data security, Xpedition's Microsoft cloud-based business application ensures that staff can work securely wherever they need to, accessing broker insight data at any time. Previously, there was no way for Ageas to combine brokers' financial and relationship activity data into a single view. The platform tracks trends and evaluates best actions to grow the business through different brokers, while minimising risk.

Ageas' future strategy relies on being able to identify and nurture higher value brokers and channels. It now has that visibility and insight, both as strategic business intelligence, and for day-to-day relationship management.

Matt Looker, Marketing Manager, Ageas says **"From the moment we first approached Xpedition, they provided us with the best engagement experience at every stage. For instance, an initial Xpedition seminar we attended gave us really useful insights which helped us develop our thinking about how to approach this project."**



## Benefits

### One source of truth

Ageas has oversight of its brokers' financial and relationship activity data all in a single view, tracking trends and progress across its affiliates, brokers and partners that are critical for sustainable business growth.

### Building a stronger broker network

The leading insurer can easily identify and nurture higher value brokers and channels, strengthen its broker relationships and build a stronger network of brokers, affiliates and partners.

### Reduced risk of mobile access

Meeting Ageas' stringent compliance and regulatory standards for data security, Ageas staff can work securely wherever they need to, accessing broker insight data at any time.

### Actionable insights and analysis

Leveraging key data and business intelligence allows Ageas to gain deeper insights into broker performance. Staff can easily drill down into the data to see which brokers are performing the best and with which customer offerings at an individual level.

## Working with Xpedition

**"It's unusual for us to use external IT suppliers. Xpedition far exceeded our expectations with their collaborative approach and understanding of our unique requirements. This is one of the most successful externally resourced IT projects we've undertaken in recent years."**

Chris Dobson, Distribution & Development Director, Ageas



To learn more about Xpedition visit:

[xpedition.co.uk](https://xpedition.co.uk)

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