



Creating Brighter Solutions

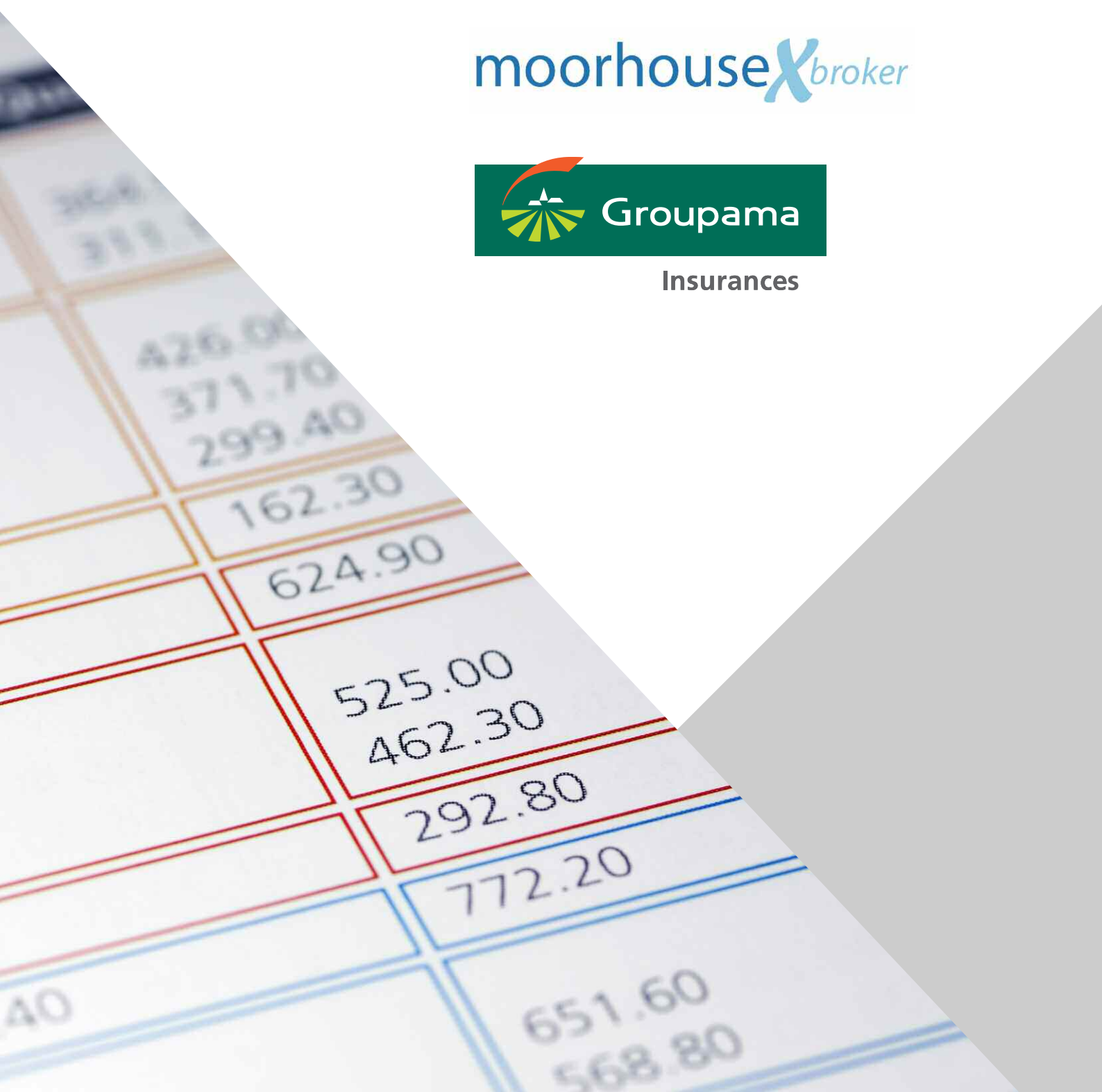
Case Study

Kewill enables Moorhouse to introduce new Groupama product to market in just 60 days

moorhouse *x*broker



Insurances



Challenge

Moorhouse Xbroker, a division of Moorhouse Group, provides cost effective and quality insurance products to the broker market.

Moorhouse and Groupama Insurances had a business need to introduce a commercial vehicle product to market with very tight timescales. This involved evaluating and upgrading the efficiency of Moorhouse's electronic trading processes. Moorhouse recognised it needed a trustworthy, proven partner in order to meet the pressing deadlines.

Moorhouse based in Caerphilly employs 130 people and underwrites and distributes products for most of the leading insurers. Groupama is one of the UK's leading general insurance groups, employing around 800 people and through approximately 2000 intermediaries, it offers insurance and insurance protection to a growing number of UK businesses.

Groupama's forward thinking business goals mean the majority of its business is conducted electronically with its partners in order to achieve maximum operational efficiency. Moorhouse evaluated its trading process, where data was being received by EDI but then moved manually across insurer's back office systems. This was not only labour intensive but led to accuracy issues and improvement was recognised as business critical.

A joint project between Groupama and Moorhouse commenced at the end of June 2008, to enhance Moorhouse's electronic communication processes in just 60 days in order to introduce the new product in the required timescales. A streamlined communication platform was required that could convert and transfer data between business partners and suppliers regardless of the back office system being used.

Solution

Firstly, the project team considered and compared the options of developing a system in-house versus outsourcing the section of the project to develop a

communication platform. It was found outsourcing to a credible organisation with a core competency in this arena would be more cost effective and global software and solutions provider Kewill was chosen as the partner. Kewill's InsuranceXchange (KIX) and MessageBroker Lite solution was utilised to provide a common communication platform. The project implementation began almost immediately after the initial meeting; phase one of the project was completed and was live using Open GI in September 2008. This was closely followed by CDL, with the final three software houses live a couple of months later in November.

Andy Hardy, Groupama's E-Commerce Manager, Core Systems commented: "This project clearly shows how three organisations and five software houses can work collaboratively to meet the same goals. Through Kewill's work with major organisations within the insurance market, Kewill holds real domain expertise and understanding of the technology requirements and challenges insurers and brokers have to take into consideration."

During project planning Groupama had to be mindful of changing regulations relating to getting data to the MID (Motor Insurance Database) within seven days. Although currently not developed, the direct route will work via KIX web services, and will automatically transmit relevant data in the right format to the MID within the necessary timescales. KIX could also enable Groupama to have instant access to claims data to enable the Claims and Underwriting Exchange (CUE) to receive the data, should they choose to develop this.

Results

As well as delivering a common communication platform for Moorhouse in record time (just 60 days), implementing KIX enabled 3,380 pieces of new business to be received during the months of September to December 2008 amounting to approximately £2 million GWP (Gross Written Premium).

Joe Sultana Operations Director, Moorhouse said "We have been very

impressed with how the project has developed and the benefits we are already seeing. We will be rolling KIX out with new motor products and a new household product planned for March 2009."

Groupama Insurances

Groupama Insurances is one of the UK's leading general insurers. The UK group offers motor, home and health insurance and also provides insurance protection to a growing number of smaller UK businesses. The company employs 800 staff in 6 centres and is an accredited 'Investor in People.'

Moorhouse

Established for over 17 years and based in Caerphilly, Wales, Moorhouse Group is one of Wales' top 50 fastest growing businesses. It boasts a dedicated team of underwriters. Headed by chairman and CEO, Lyndon Wood, it employs over 130 staff and is actively looking to recruit more.

Writing more than £2m of new business each month, Moorhouse Group underwrites for many insurance companies and transacts insurance business with most major insurers via its group companies. The group is authorised and regulated by the Financial Services Authority.

More Information

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