

Premierline edged ahead of the competition



"We are a successful business, and that success has been completely built on the success of the TIA Solution"

*Dave Ebbitt, IST Manager,
Premierline Direct*

AN INNOVATIVE SOFTWARE SOLUTION FOR AN INNOVATIVE INSURER

Launched in January 2002 as the UK's first direct operation focused solely on business insurance, Premierline Direct is now the most advanced direct commercial insurance operation in the United Kingdom.

A subsidiary of Allianz Insurance plc – one of UK's largest insurers and part of the global Allianz Group – Premierline Direct offer a range of bespoke package products to a wide range of sectors. Innovation across all areas of the business has been crucial to the company's success.

"The TIA Solution has undoubtedly supported us in our bid to become the UK's first commercial insurer with a business model based upon direct personal insurance", says Dave Ebbitt, IST Manager at Premierline Direct.

TIA SOLUTION IMPLEMENTED FROM THE OUTSET

Premierline Direct was founded in 2000. As a start up company, the original senior management team knew they required an innovative software solution which they could use to drive forward future growth and expansion.

"We needed to examine IT solutions for the business we were creating", says Dave Ebbitt. "A few of the original founders of the business had previously worked at AXA Insurance in the 1990s, had implemented the TIA Solution and were aware of its benefits. So we were aware of what a positive effect it could have on a business."

"Obviously we had to be sure that we secured the right solution for the growth of our new venture.

Premierline Direct

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Direct model

The Premierline Direct concept provides the business community with the direct relationship and service standards previously only enjoyed by personal lines customers.

Wide range of products

Premierline offers a range of bespoke package products to a wide range of sectors including: Retailers, pubs, restaurants, offices, contractors, hotels, manufacturers, wholesalers, property owners, motor traders and commercial vans.



After undertaking a rigorous tender process underpinned by a scoring system, the TIA Solution once again hit the mark and we decided to implement it from the outset. It had the highest match of fit with our business requirements and was the most cost effective solution in the long run", affirms Dave Ebbitt.

INNOVATION IS KEY

The success of Premierline Direct has been built upon a very innovative business model, requiring a customer-focused, innovative software solution with scalability.

"We are the first commercial company in the UK to take a business model based upon direct personal insurance and use it for SME insurance," says Dave Ebbitt. "The model is based upon using the economies of scale of a call centre base with automated claims processing, so the technology underpinning the system is absolutely crucial – it has to work."

Dave Ebbitt believes that technology is paramount to the success of the industry. "Direct insurance only exists as a result of the IT solutions which support it. Premierline has 110 users across one inbound call centre, spread over customer servicing, accounting and marketing. We have also introduced a quote and buy facility, and deployed the TIA Solution for online quotation and policy purchase. Our business model is only as good as the technology that supports it," he affirms.

FUNCTIONALITY TO SUPPORT A RANGE OF PRODUCTS

Premierline provides a wide range of products to a large number of sectors including retailers, pubs, restaurants, offices, contractors, hotels, manufacturers, wholesalers, property owners, and motor traders. It is clear that the business requires a fully scalable software solution which has the ability to administrate a large range of complex insurance products. From the outset, the TIA Solution has supported Premierline's innovative business model and allowed it to achieve exponential customer base growth.

"We're a successful business and that success has been completely built on the success of the TIA Solution," confirms Dave Ebbitt.

"We wouldn't be where we are today without it"

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