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Deeside Insurance Brokers Case Study

Shane Williams, MD of Deeside, talks to Open GI (OGI) about how automation options on the Core platform are helping Deeside to meet its business and customer demands.

Deeside Insurance Brokers is an independent brokerage that has been providing personal lines insurance for over 60 years. We work with OGI to maintain our home insurance products and are now being supported to grow our commercial insurance offering.

As a longstanding OGI client, our family-run business has proudly achieved a national presence and given our customers a more efficient and enhanced online experience, thanks to OGI software.

"We needed to save time for our team and enhance our customers' experience."

We are committed to providing a professional, personal and friendly service, as well as finding the most preferential insurance rates for our customers. To achieve this, we are heavily focused on our core goals of treating our customers fairly, with integrity and impartiality. We learn from the past and evolve every day, developing our team and investing time, money, and resources so we can advise customers in the best way possible.

When it comes to providing quotes, the team can compare over 300+ schemes at the click of a button to serve the many tens of thousands of customers around the UK. But they also need to process any new business or renewals quickly and efficiently.

For that purpose, we have used OGI's Core policy administration system for many years, and it plays an instrumental role towards creating significant time and effort savings for the team. In turn, this saves our customers time, money, and stress too.

"It's important our team save time and effort when processing business. Many processes are automated too, which is great for us."

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"Excellent at listening to us, sorting out our myriad of questions..."

In a bid to meet our business goals, we wanted to become even more efficient and customer-friendly so, in consultation with OGI, we have automated the customer journey to enable them to access their documents via an online system. Our customers can also return their documents back to us via the online portal instead of having to post them back. This will help save our clients time, energy, and money.

"...worked through solutions to meet our business demands and customers' needs."

To grow our commercial lines range, we knew we wanted to give our customers the opportunity to obtain real-time commercial pricing online and purchase insurance covers immediately to gain greater conversion levels in this area. Already these additional OGI products are benefitting our business and our customers.

"OGI has a strong spectrum of products, which allow us to provide clients with a high level of service and offerings. OGI's digital solutions give us a national reach for selling insurance and offering real-time online pricing."

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