

Love Your Miles Case Study

Stuart Whalley, Co-founder and Managing Director, and Chris Pryor, Co-founder and Product Director, spoke to us about Love Your Miles's journey so far...

When we joined forces in September 2021, we brought to life Love Your Miles – a new generation of mileage-based insurance cover. Having previously worked with Open GI (OGI), we talked to OGI about our start-up plans and looked no further when we decided to select our technology partner.

Love Your Miles is underwritten by a panel of experienced insurers and launched to meet the changing market dynamics of the motor insurance sector. The brand monitors the number of miles customers drive using telematics technology, with a small device called a MileMeter, in return for a fairer price on their insurance.

“Open GI demonstrated the speed and agility that was paramount to support our ambitious launch plan.”

The market has changed so drastically over the last few years and now we see, and continue to see, a real change in consumer behaviour when it comes to purchasing motor cover. People are driving less, and demographics have shifted as more of us continue to work from home and establish a ‘new normal’ as a result of the pandemic. Coupled with the pressures of the cost of living, we wanted to bring to life a brand that offers mileage-based motor insurance cover that is both flexible and affordable.

To meet that, when we started Love Your Miles, we knew it had to be an online business. We wanted to offer a

service that meant consumers can manage their own policies in their own time, so it was crucial for us to find a technology partner to support our route to market and provide us with the tools that meets the needs of today's digital broker.

From the initial conversations we had with OGI, to going live with their Core Cloud platform, it took 16 weeks. We worked together collaboratively, and we were involved in the process every step of the way. There were regular calls, and nothing was too much trouble – even when there were a few curveballs, we worked as a team, and everything was seamless.

“Love Your Miles is an online business, so it's critical we have a technology partner that we have confidence in.”



“Open GI’s solutions support our ideal customer journey.”

Ensuring our customers can manage insurance the way they want to at Love Your Miles is so important to us. To achieve this, we needed to invest in bespoke usage-based development and customisation with OGI. The extra functionality really helped get Love Your Miles noticed in the market and off the ground. We’re pleased that OGI supported us with this.

At every point we’ve worked together with OGI, both brands have ensured the technology we’ve invested in strengthens our online customer experience. The technology we have today is completely integrated – our portals are customised for our needs and built into the Love Your Miles website. It’s made our processes high performing and efficient so we can concentrate on customers and our business, rather than stressing about admin! For our customers, they can download and upload documents for their insurance policies online, as well as offering the option of mid-term adjustments (MTAs) to their policies at their own convenience.

“Love Your Miles’s plans to grow will be possible thanks to Open GI.”

It’s been a fast-paced few months for Love Your Miles, but OGI’s support has been invaluable. Already we have been able to implement online web chat and the Love Your Miles app to complement our proposition. And with looking to the future, especially with market and any potential regulatory challenges, we have confidence OGI will help and support our needs and longer-term vision.

“We have clear aspirations for Love Your Miles. OGI’s technology, support and guidance has already helped us to achieve so much – we’re excited about the future.”

