

Right Choice Insurance Brokers Case Study

We chatted with Right Choice Insurance Brokers' (RCIB) Managing Director, Darren Joseph to discover how the partnership has gone from strength to strength...

RCIB is a Romford-based insurance broker, and we have worked with Open GI (OGI) for over 14 years. Recently we renewed our partnership agreement with OGI for a further three years after achieving a 20% increase in efficiency from using OGI's Core platform.

RCIB, which operate under Lucida Group, pride ourselves on our exceptional customer service in the insurance market. We have a proven track record in saving consumers money and offer a great range of insurance products for motor, home, and breakdown cover with a number of leading insurers.

“As a technology-led business, it’s vital we partner with the right providers.”

Having strong technology embedded in RCIB has always been high on our agenda, and over the last 14 years we have grown a really strong partnership with OGI. We've always found OGI to be at the forefront of technology for our sector, and as a tech partner they like to stress test ideas and talk to their customers to design the best solutions that deliver results.

The technology that sits at the heart of our business offers RCIB the right consistency. OGI's Core platform provides a full end-to end technology solution for our broking and policy administration. It delivers an unquestionably solid infrastructure for our business operations.

By using this technology we have seen a 20% increase in efficiency across RCIB. This means we've been able to put into place our plans to grow RCIB.

“OGI’s solutions have allowed us to grow at speed, which we couldn’t have done alone”



“RCIB now offer an automated, online self-service solution for our customers.”

We've always wanted to invest further in RCIB's online customer experience. We've wanted to make it easier and stress-free – it's been one of our goals. Working with OGI's development teams has been easy; from our initial conversations we were just in sync together.

The additional functionality built into Core has allowed us to offer a convenient self-service experience for our customers. This has ranged from online MTAs (mid-term adjustments)- a fully integrated portal that is built into our website and linked to Core that allows the end consumer to make mid-term adjustments to their policies online - to Active Quote, a dynamic pricing tool that enables us, as brokers, to stipulate certain criteria that are relevant to both the risks and insurance cover we provide to calculate competitive prices.

Collectively, with the increase in automation efficiency, we've been able to accelerate the growth of our business without the need to increase the size of the team.

“We have a collaborative partnership with OGI.”

The insurance market is proving to be very changeable at the moment. But OGI has been instrumental in enabling us to make the transition into automation and customer self-serve at the same time as fulfilling our customer service needs and helping to deliver cost savings for the business. RCIB have seen a 20% growth in policy sales, which we believe is down to our solid, honest partnership.

“We have a strong, supportive partnership with OGI. RCIB look forward to building on that.”

