

Willis Case Study – Willis drives high-volume business to profitability through automation with Coverpoint

As a leading global insurance broker, the Willis Group takes an entrepreneurial approach to the risk management business, and is committed to the delivery of customised solutions to clients, supported by excellent service and expertise.

Since 2005 Willis has chosen Coverpoint software to manage the placement and distribution of their facilities business. This business is typically low in value with high volumes and Willis benefits from Coverpoint's low implementation effort and 'pay as you go' service charge.

Willis' global reach is supported by 17,000 Associates in 400 offices across 100 countries. Specialists in risk management and reinsurance, Willis is present in industries such as Marine, Aerospace, Technology, Utilities, Bloodstock and Fine Art.

Willis recognises that change must take place if enterprises are to continue to deliver excellent service and solutions. "When it gets down to managing risk, today's global businesses clamour for more creativity and insight," comments David Margrett, Chairman and CEO Willis Limited, "Yet most brokerages go on as before, churning out the same tired old solution."

Willis sees itself instead as an agent of change: "Willis will always change the status quo to create new and better ways to serve our customers' best interests. Willis never settles for second best or relies on the old ways of doing things."

Business Challenge

Willis recognised in 2005 that it needed to see improvement in its high-volume, low-margin facilities business. As David Margrett noted to his colleagues, what was needed to improve profitability was automation with zero touch.

In response, the company put together its requirements and invited 12 companies to demonstrate their solutions. After several weeks of road shows and discussion, Willis eventually chose Coverpoint to automate its facilities programme business.

Solution

Coverpoint provides a managed online solution that offers brokers and underwriters the ability to deliver their products through a distribution chain; linking underwriter, broker and agent to the client. Allowing business to be quoted and bound online with all the documents centralised and stored in a secure location with a full audit trail.

Brokers can rely on Coverpoint to manage the quote and binding process from start to finish. Because Coverpoint has many clients, Willis are able to leverage Coverpoint's experience and this reduces the time and cost of implementation and adds confidence in delivery. Additionally, Coverpoint simply charges a 'per transaction' fee for its licences, this focuses the whole effort on delivery of the project – getting the project live to a high quality is key to Coverpoint. The result is huge potential for reducing costs at minimum risk for the broker.

Charles Stewart, IT Director of Global Businesses for the Willis Group, explains the choice: "We know that the insurance industry is notoriously slow to adapt to new technology, and we've seen major investment in technology followed by abject failure. This was uppermost in our minds when we made our choice. Coverpoint offered a transaction-based pricing model that required none of that major up-front investment. If it was successful all our businesses would benefit."

Business Benefits

Willis has now implemented the Coverpoint solution within its Bloodstock, Kidnap and Ransom, Jewellery, Marine, Financial and Aerospace businesses, with further businesses to

follow. With strong leadership from the top, both staff and clients are becoming accustomed to using the solution, says Charles Stewart. "The adoption of the Coverpoint solution has changed the production of our books completely, and transformed profitability."

Within the company, greater efficiencies have ensued from the automation of policy binding, and staff have been freed up to focus on more valuable activity.

Greater efficiency and improved customer service can help to build business too. "We can provide a high-quality, immediate service to clients," says Stewart. "When they are looking at how their account will be serviced, then instant access will certainly be relevant to their choice of supplier."

The company is ready to deal with new business. "Willis can now do more business because it can handle that business effectively," points out Stewart. "To handle volume business you need automation and standardisation. You can't do it with paper, and not many people realise that."

The future

The Coverpoint solution has now become strategic to Willis in the sense that it is a mechanism for changing profitability, reports Stewart. "We have high-volume, low-price business; this solution will in future touch every one of our businesses that handles this segment. It's a part of our customer service now and a way in which we structure our business."

Stewart attributes the success of Willis' automation to a number of factors: "The technology works and we have been able to encourage its use. We have developed a model that we can apply across the business – that encompasses strong leadership within the businesses and the right opportunity according to the shape of the book. Where we are strong in the marketplace we can also influence our suppliers to use the solution to make it completely successful."

The focus must be behavioural change, says Stewart. "The emphasis has to be on a repeatable solution that drives behavioural change, which in turn drives economic change.

"Many people have tried to automate their books. We are different because we have succeeded, and at a modest investment."

Contact

Harry Croydon
CEO Coverpoint Services Limited
07768 461546
Harry.croydon@coverpoint.com
www.coverpoint.com
133 Houndsditch
London
EC3A 7BX