



Partnered with ACORD and BIBA, Insurercore's digital platform provides users with real-time visibility of risk appetites within the market and the means to interact with the relevant party to make their enquiry. Underwriters can clearly define their appetites in a coherent format which links to a bespoke search engine for brokers to find them quickly and easily.

The Challenge

Having launched the platform in April 2020 with a number of products on display, Insurercore needed to go to market in order to stimulate activity on the platform from the Broker community. Ultimately, this would serve as a means to an end for the creation of new business relationships and revenue generation for the platform's members.

Very much in line with the stigmas associated with the outsourced sales industry, the team at Insurercore were a little apprehensive in the lead up to the project kick off and this was compounded by the uncertain business climate created by a global pandemic, but these worries were quickly put to rest.

How We Helped

Beyond simply signing prospects up to the platform and ensuring they're able to access their account, we took on the responsibility of performing in-depth demonstrations of the various features that characterise the platform.

By recording information such as those risks Brokers typically have difficulty finding, features they'd like to see, and challenges their facing in today's market, we have gathered valuable market intelligence. Understanding these user demands has been significant in influencing the roadmap for the platform's development and has helped continually increase the value Insurercore's members are able to derive.

Having successfully achieved a strong growth trend in sign-ups and engagement, although this activity is critical, it serves to indirectly drive revenue generation. The durhamlane team have now extended our focus to also include prospecting potential customers (MGAs) as our relationship develops and the trust grows.

We have renewed the term of our relationship three times and also expanded into further service lines with the project now operating as a fully integrated demand generation service (DGS).

