

# Stand apart and get ahead

Five influences that are  
changing insurance broking



Insurance broking needs a human touch. Your clients choose you because they want a partner – somebody that understands their business, and can respond as their requirements evolve.

The way you approach broking should evolve, too. If you're looking for a better way to manage your processes in the digital age, consider these five influences that are changing insurance broking.





Commercial insurance brokers spend, on average, more time on administration than they do serving their clients.

Administration, while necessary, can prevent brokers from delivering the excellent level of service their clients expect. This is critical work that can't be abandoned – but there are better ways of managing it.

With a single platform for customer data, that enables efficiency at every stage of the insurance broking process, administration becomes invisible to the broker, and service comes first.

Source: The future of commercial insurance broking, CII Research 2017

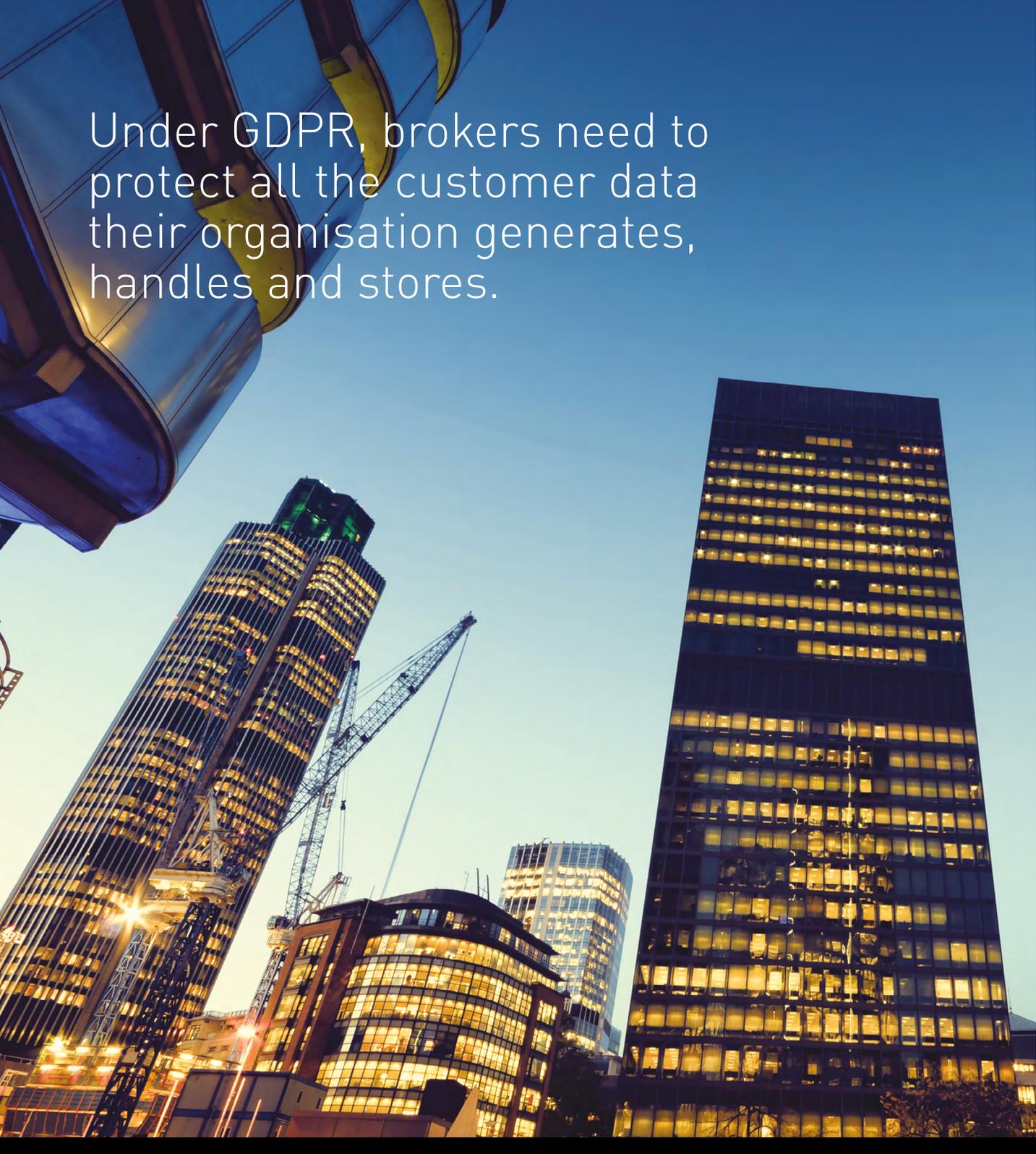




Technology is ready to set brokers apart and put them ahead – if they're willing to embrace disruption.

Partnership is why customers choose brokers – they may not get it when they buy their insurance direct. Now, technology is turning customer data into customer insight, and making it easier for brokers to provide a personalised service.

The best brokers will go even further, and may adapt their processes and operations to put knowledge not just at the top of the pile, but at the heart of it all. This is business transformation as it should be.



Under GDPR, brokers need to protect all the customer data their organisation generates, handles and stores.

The pressure on businesses to adapt is external, as well as internal. GDPR will apply to all businesses from May 2018 – and the cost of compliance lies mainly in management.

With all stages of the broking process managed through a single digital platform, all the customer data in your organisation is available and auditable – so you can prove you're managing data responsibly under GDPR if your compliance is called into question.

The easiest way to adhere to industry regulations is with technology designed by brokers for brokers.

Between the regulation of premium finance, applying the FCA Handbook as part of your regulated and connected or ancillary activities, and making sure your customers have the clear, fair information they need to make a decision, brokers have a lot to stay on top of.

Make sure the implementation of new technologies doesn't get in the way, by championing a platform developed by brokers for brokers.



Spend more time serving your customers and less time on admin. Enable your business to adhere to the regulations of the London Market, and prepare for GDPR. And work faster at every stage of the risk life cycle.

RiskSERVE is the end to end broking lifecycle platform from Charles Taylor InsureTech. From quotes through IBA to managing claims, RiskSERVE simplifies management and provides insightful reporting and transparent auditing – at every stage.



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