



# InsureServe Marketing

**Launched at the IBBC, InsureServe offers better rates, higher levels of commission, exclusive schemes and other support services to Insurecom customers.**

The scheme was launched after an extensive and detailed survey revealed that, in addition to supplying software solutions, customers wanted Insurecom to negotiate products and services on their behalf. The resulting portfolio is designed to help brokers generate additional revenue either by helping them place more new business, improve renewal retention, sell more add-on products, or simply earn more commission on existing business.



Insure2travel, together with Insurecom and Fortis, are launching what they believe will be the best travel product for brokers. In addition to excellent rates and cover, there are other great features like all children free on family policies; their policies now cover

financial failure of flights, accommodation, coach travel, car hire and even excursions.

According to Insure2Travel, only 1 in 6 policies in the UK cover these important elements which means that many of your existing travel clients may not be covered in which case they may lose their money in the event of insolvency of the above. Specifically, this cover includes £5000 of dynamic packaging and airline failure cover. To join insure2travel go to [www.insure2travel.co.uk/insurecom](http://www.insure2travel.co.uk/insurecom).

In addition, InsureServe participants will be the first group of UK brokers to access Aviva's new household real-time pricing rates in June. Moreover, Aviva is offering an extra 2.5% commission on all household new business placed using these new rates until December 2010.

Fortis is providing quarterly marketing contributions to InsureServe brokers based on the number of policies sold on both motor and household legal insurance. Additionally, there are rate discounts and commission enhancements on motor and household insurance products respectively.

Affinity Insurance Management enables InsureServe brokers to trade with an exclusive Underwriting Agency with a wide range of excellent benefits. Additionally, LV= is offering a special claims management service; David Oliver Associates provides a travel insurance portal, and there are three special commercial insurance products from ULR.

Also included are consultancy services from Hanson Young Consulting and Dart Compliance. These companies are expert at improving profitability and helping with process and compliance issues.

Registering is easy and there are no obligations other than supporting InsureServe products wherever possible.

Please call Tara Chang or Matthew Lawson on 01273 852000 to request a brochure or application form.

## Recent Additions



### **Andy Allwright**

Andy joined Insurecom in February and works in Quality Assurance. He is currently involved in new development projects, testing software and raising issues-tickets when bugs are identified. Outside of work, Andy is preparing to become a father for the first time, with the baby due in May or June.

Andy said: "Being new, there's a lot to learn and each day brings fresh challenges, but I'm thoroughly enjoying it all. Everyone's really friendly and helpful and Insurecom's a great place to work."

### **Suresh Avala**

Suresh is also based within the Quality Assurance team, working as a QA deployment engineer. His responsibilities include testing and investigating application faults, and then suggesting, analysing and documenting the causes. Suresh also enjoys listening to music, reading books and travelling.

### **Jon Lanceley**

Jon has joined the development team and is working on broker software. He brings more than 15 years experience in various technologies and industries to Insurecom, having previously worked in a senior development role for Computacenter, the IT services provider. Outside of work, Jon enjoys wildlife photography, jive dancing and the countryside.

### **Russell Smith**

Russell joined Insurecom as a business analyst. Previously he worked for a large share registration company and brings with him a wealth of experience in IT system re-engineering.

He is currently gathering requirements and creating functional designs for future broker software releases. Russell's biggest passions outside work are snowboarding and mountain biking.