

Groupama hopes web facelift give it competitive edge

NEWS IN BRIEF

The Norwich Union website will now redirect to aviva.co.uk, coinciding with the insurer's name change to Aviva, part of the group's move to a single global brand. Steve Genders, head of online sales and marketing for Aviva, said: "While the journey for norwichunion.com is coming to an end, when our customers visit aviva.co.uk, they will have access to everything they expected from NU."

Insurecom has launched a new version of its TAM broker software, tamUK. The release marks the first major update in its TAM product range in four years. The new version will comprise more than 350 enhancements, including imarket functionality, a new commercial trading interface and accounts improvements. It is compatible with the latest Microsoft applications and will come with new built-in marketing and client management tools.

CFH Total Document Management has introduced Docmail, allowing brokers to send client letters, policy information and marketing material from their desktops. The service will cost less than standard postal charges, starting at 25p per item, with a stationery service included. Mail can be created using a standard word processor and mailing list and submitted through the Docmail online portal. All items will be sent securely to Royal Mail.

Health cash plan provider Westfield Health has opened an information and support portal for insurance intermediaries. The Intermediary Support Zone will offer partners access to up-to-date and relevant health cash plan information, including literature, product details, and marketing advice. Additionally, a market research resource area will include surveys and statistics as well as tips on promoting healthcare plans to employers through various marketing channels.

The British Insurance Brokers' Association (Biba) has launched a collection of business resilience support documents to help members advise their clients about risks. The set of documents will be available to download from the Biba website and will include a business resilience checklist, business continuity planning aide memoir, a planning template and a motor fleet health and safety road risk checklist.

The website now asks more specific questions to reduce delays in obtaining cover

and ourselves compete better. Our hope is to reach brokers that did not like our previous extranet site or were not interested in trying it out in the first place."

Other developments in the pipeline include enabling full-cycle policy administration online for its range of products.

Currently, Groupama has five of its products available online for full-cycle administration, with plans for its small fleet product to follow suit this month. Professional indemnity and commercial combined are expected to launch full-cycle in 2010.

In addition, the provider has been soliciting broker feedback on offering a payment instalment plan for policies signed and testing its property owner's product for the software houses and imarket.

However, Mr Hutchinson explained: "While we are developing all of our e-trade distribution channels – for our extranet, imarket, software houses and brokers' own systems – the real focus this year will be on continuing to build the extranet.

"We hope to make it a one-stop shop for our brokers doing business with us."

quotes per month are free, after which they're charged at £1 each. A Web-link can only be added to an existing Durell system, where a single-user system may be downloaded free from www.durell.co.uk. While this may be used for commercial business at no cost, to add personal lines with full-cycle EDI costs £100 per month. Additional users cost £250, plus £75 per month. For example, a complete four-user admin system with a web-link for web-based quotes would cost £1,000 with a monthly charge of £400. All prices not inclusive of VAT.

How many brokers are using the service?

At the last count, 20 individual brokers were using Web-link. Durell has 500 brokers using its system.

Have you had any feedback?

It's early days yet, but so far the feedback has been very positive, with

Robert White,
managing
director, Durell
Software



slight disbelief that we could provide this facility at such a low cost.

How will this benefit a brokers' business?

Brokers can set-up their own cost comparison websites for a fraction of the cost of one like Churchill's or CompareTheMarket.

Are there any developments planned?

The Web-link itself is still under development, though a nearly finished demonstration is available for review on the website.

gathering

has improved its online and capabilities for its as part of a major web ish.

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son, Groupama's head explained the insurer's revamping its online re using new technol- easier for our brokers ss, because if we don't else will.

to provide technology l touch to help them

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