



How to access a £2.3 trillion market

If there's anything more exciting than a piece of groundbreaking technology, it's groundbreaking technology that's been tried, tested and honed under market conditions. After several deployments and further research, a refined version of DFP's Broker Profile is now live, with specific enhancements to give carriers and managing general agents (MGAs) better access to brokers, the SME insurance gatekeepers. It is simple and quick to use, saving you time and, in the long term, generating more revenue for you.



SMEs contribute £2.3 trillion to the British economy but 80% of them are underinsured and are the focus of fierce competition among insurance providers trying to gain market share. Broker Profile can help you penetrate this lucrative market. Our Broker Profile is one of the most useful tools you could have in executing your underwriting strategy. It collates and analyses the details of thousands of brokers – their specialisms, trading preferences, growth trajectory etc – and pro-actively recommends broker relationships with the most potential to grow.

And we never stop developing it. It's a constantly evolving product with new features, improvements, updates and alerts.

Unlock the potential of new trading relationships

Many insurance providers need to find a specialist data provider like DFP to:

- Assist in analysing existing broker relationships to identify cross selling/upselling opportunities
- Support the business development team in identifying, prospecting and targeting relevant insurance brokers across the UK i.e. brokers with strong financial growth rates and product alignment
- Assist with ensuring a compliant, effective and swift 'terms of business approval' (TOBA) process for brokers.

New entrants to the Insurance Provider market need to set themselves apart from the incumbents. They can do this in a number of ways but, as recent industry insights suggest, customer satisfaction is of paramount importance. So it's important that their broker network is top notch.

DFP offers aggregation through a single point – a single source of data, delivering competitive advantage, business support and customer satisfaction.

Essential tool



If you work in business development, account management or marketing, this is an essential tool for your teams. It can help you:

- Reach a wider broker audience with your strategic campaigns and choose like-minded partners to work with
- Analyse your existing broker relationships to see if you can improve your returns
- Connect with the right broker audience and streamline your research
- Automate the approval of brokers for compliance
- Onboard new brokers fast, making it easier for them to do business with you.

But don't just take our word for it.

Trusted partnerships

RSA is one of the many companies that have benefited from Broker Profile. Brokers are a vital route to market for its commercial lines businesses. It needed to review its current broker network and a way to identify prospective new partnerships. That's where Broker Profile came in.

A broker network review led to a relationship overhaul that resulted in substantial cost saving after replacing unprofitable brokers. Broker Profile enabled RSA to rank UK brokers against chosen criteria so it could target the top 100. Their business development campaign resulted in a significant actual premium increase.

"DFP offered a means to a thorough review of our existing broker network. It allowed us to identify and target the high-achieving and broader-based technologically-minded brokers who are looking to gain access to our products and services," says James Hibbert, Head of SME Strategy & Innovation, RSA.

If you'd like to see results like these for your company, [book a demo today](#).

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