

Brightside Group Plc

Insurance brokers and financial services providers.

Multiple Product Websites for Brightside Group Plc

Specialising in delivering market-leading insurance solutions for individuals and businesses, the Brightside Group Plc is one of the fastest growing insurance broking and financial services businesses in the UK.

Evergreen Challenge:

Having successfully completed a rebuild of their Corporate site, Brightside approached Evergreen to build a website for their lead retail broking brand - the **One Insurance Solution** website.

Evergreen Solution:

Evergreen created a **secure online database system**, accessible only by Brightside staff and providing **seamless integration of leads** between different agents in the company's three main offices.

Key features:

- A flexible, easy-to-use content management system **with different authority/access levels** and a staging facility.
- An easy-to-use interface
- High level of control over the site's content including web style changes (CSS).

The launch of the new website created by Evergreen has given Brightside total control over their website content, instant access and increased efficiency.

Full Case Study

Initially looking for a local web development company to create new landing pages for the Group's web sites, Brightside's Head of Marketing, Annette Read's internet search led her to Gloucestershire based bespoke web development specialists Evergreen.

As a company that focuses on achieving and delivering excellence across their business, Brightside quickly recognised this same business ethic in Evergreen and in October 2012, in addition to the rebuild of their corporate site, they entrusted Evergreen to build the One Insurance Solution website - Brightside's lead retail broking brand. Created to provide a one-stop-shop for all types of specialist insurance cover, One Insurance Solution was launched in December 2012 and combines products from the company's former static websites: Motor and Home Direct, One Bike, Taxi Direct, Minibus Direct, You Choose Insurance and One Business Insurance Solutions. The new One Insurance Solution website is now an essential component of Brightside's recent TV and radio advertising and digital marketing campaigns.

Local, adaptable and customer service orientated

Marketing Project Manager, Tom Drury, knew that Evergreen had been chosen as Brightside's technical partner as they were local, adaptable and customer service orientated. His own impressions of Evergreen soon reaffirmed this, as he recalls how Evergreen were 'very responsive, helpful in the planning stages and could deliver to strict deadlines as well as being flexible when project time lines needed to change.'

The One insurance Solution website is key to the overall marketing plan for Retail Broking in Brightside and is at the cornerstone of everything they do, being the main tool for generation of interest in their products. Their old static marketing websites had become inflexible, as without a content management system (CMS), they risked not being able to comply with strict Financial Services Authority (FSA) regulations by not being able to update their site in a timely manner. The bespoke CMS created by custom software development specialists Evergreen, needed to allow a high level of control over the site's content including web style changes (CSS) but also have an easy-to-use interface for the less technical members of the marketing team. The CMS also needed to be very flexible with different authority/access levels and a staging facility.

In addition to the inclusion of a bespoke content management system and customer facing development of the website, Brightside needed additional functionality allowing all their businesses to send leads instantly to one another. Brightside has three main offices in Bristol, Southampton and Torquay. This made it difficult for seamless integration of leads between different agents. Evergreen created a secure online database system, accessible only by Brightside staff. The site has information on product type and criteria and once a client matches the criteria, customer details can be entered into an online form. The form is then linked with leads which are then pushed into the relevant business areas. Tom says, "this gives us total control, instant access and increased efficiency."

Knowledgeable with absolute constructive feedback

Communication can sometimes be difficult between marketing and technical professionals, so how have the marketing personnel at Brightside found the experience of working with Evergreen's technical team? Tom has nothing but praise for the working relationship the two companies have enjoyed. 'Evergreen aren't just knowledgeable, they also give you absolute, constructive feedback suggesting better ways of doing things that we hadn't even thought of' He continues to add that the high level of personal service they have experienced, being able to call a developer and get immediate answers or just pop in to talk through the functionality, has made the whole process a lot easier. 'There were some small teething issues with our lead transfer process, but the team at Evergreen were patient and knowledgeable throughout and got things solved quickly, showing us how to manage the process more easily in the future.'

The on-going support from Evergreen has continued to impress the Brightside team. On a personal level, Tom has already recommended Evergreen to smaller businesses but would have no hesitation in recommending them to a commercial partner as well. Asked how the team at Brightside would summarise Evergreen, Tom is full of praise for the customer management software specialists. 'Evergreen is a dynamic software development company that responded to our needs quickly and efficiently. The quality of product, helpful advice and level of service has far exceeded our expectations.'

Click here to visit
www.oneinsurancesolution.co.uk



“Evergreen is a dynamic software development company that responded to our needs quickly and efficiently. The quality of product, helpful advice and level of service has far exceeded our expectations.”



Tom Drury, Marketing Project Manager
Brightside Group Plc



“Evergreen aren't just knowledgeable, they also give you absolute, constructive feedback suggesting better ways of doing things that we hadn't even thought of”



Tom Drury, Marketing Project Manager
Brightside Group Plc

