

# CASE STUDY

## One Sure Insurance

### THE OVERVIEW

One Sure Insurance is one of the UK's fastest growing, independently owned insurance brokers. They provide a broad range of insurance policies covering the motor trade, home, car, van and HGV's, as well as many others. They operate under a number of trading styles including the iconic Spitfire Insurance brand. Their aim is to provide competitively priced policies tailored to customers' individual requirements.

They partner with some of the UK's most respected insurers, such as Aviva, Zurich, Liverpool Victoria and many others; to provide a personalised service using their own qualified and experienced staff. One Sure Insurance's Managing Director Chris Lear explained; "We do this to differentiate ourselves from the other rather "soulless" online only insurance operators.

### THE CHALLENGE

The One Sure business is expanding rapidly and faced some key business and technology challenges. They needed a solution for both Voice and Data that was easily scalable to support a rapidly growing organisation. The scalability was important not only about system capacity but also bandwidth across the network to ensure great operational performance.

The way that customers are engaging with retailers of all shapes and sizes is changing rapidly. It is not enough to offer just a telephone based contact centre anymore. The introduction of comparison websites, the growth of internet searches and the rise of social media and instant chat facilities; means that One Sure needed to be able to accommodate and efficiently manage enquiries from a wide range of digital sources.

One Sure also needed to plan for the unexpected with robust business continuity and disaster recovery. This needed to cover not just traditional data but also voice disaster recovery, to ensure that they comply with the strict regulations that govern the insurance industry.



## THE SOLUTION

One Sure have been working with GCI for more than a decade, with the relationship becoming an integral part of the One Sure business throughout their growth.

An important area for One Source was to move from an on premise Voice PBX to a much more feature rich, benefit rich hosted contact centre solution. This has provided a flexible platform that enables customers to engage in a multitude of ways; including instant messaging, email, social media, live chat and more.

Improved productivity was also delivered through the intelligent outbound dialler capability. This automatically links free unassigned call centre agents to contacts when campaigns are running. One Sure also get the benefit of peace of mind, with the platform monitored 24/7/365 but also operating as a geo-redundant system. The platform is replicated across two of GCI's data centres – an effective disaster recovery capability. “We have effectively generated our own communications insurance policy” explained Chris Lear.

The main learning according to Chris was “Don’t try to hold back the tide. Technology is advancing in leaps and bounds and the customer expectation of one click “contactability” plus a great customer service experience, has never been more important. So taking that leap of faith and progressively replacing old tech with new tech is something that we think is the right thing to do. It has enabled us to prosper in a very competitive sector.”

Engaging with a Managed Service Provider, like GCI, has effectively added over 200 people to One Sure's IT department. It has given One Sure a huge resource of learning and experience to call upon and also freed up their own in-house talented developers to focus on front end business improvements.

In conclusion Chris Lear added “We like the whole structure of GCI's per user per month pricing structure, as it allows us to predict costs alongside the ability to scale easily. As a result of all these benefits, we look forward to a prosperous working relationship with GCI for many years to come.”

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**Chris Lear**  
**Managing Director, One Source Insurance**

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