



# CASE STUDY

Launching a new brokerage during the COVID-19 pandemic

April 2022



## BACKGROUND

Launched in March 2021, Wrapper Insure is an innovative personal lines broker specialising in leisure and lifestyle vehicle cover. Wrapper's digital-first approach is designed to support customers to buy and manage their policy quickly, easily, and securely – 100% online, 100% of the time. Using highly automated back-office software and data enrichment, Wrapper delivers an enhanced and streamlined experience for the modern customer.

Ignite Software Systems has worked closely with Wrapper to deliver a slick, efficient customer journey, market-leading data enrichment, and a fully self-service portal that allows Wrapper to offer competitive prices with an unprecedented quality of service.

## CHALLENGES

Wrapper Insure set itself an ambition of launching as a digital-first company, offering a seamless and 100% self-service portal to give customers complete control over purchasing and managing their own insurance.

Facing the additional challenge of launching a new brokerage during the COVID-19 pandemic, with lockdown measures in place and tighter restrictions on acquiring funding, Wrapper required an all-encompassing policy administration solution and partner with a deep understanding of niche schemes that could match their ambitions, goals, and objectives.

## SOLUTION

Bringing learnings and functionality from standard product e-commerce to niche lines, - data enrichment, self-service, customer journey optimisation - Ignite

and Wrapper worked in partnership to develop a self-service portal, AI chatbot, and policyholder app. With cutting-edge back-office automation and fast validation, the Ignite system delivers an experience that is completely streamlined and secure for Wrapper's customers.

With a thorough business plan, the pedigree of the Ignite system and a clear system development timeline, Ignite supported Wrapper in securing FCA approval in an impressively quick 4 weeks.

Ignite facilitated introductions to over 20 integration partners, encompassing payments, data enrichment, finance, and design, to support Wrapper's offering and customer experience.

Due to Ignite's speed of change, Wrapper was the first broker on the Ignite system to market with Percayso Inform's cutting-edge data enrichment service.

The integration only took two weeks and offers Wrapper a competitive edge in building a complete picture of their customers and improving pricing accuracy.

## RESULTS

With the mindset of being digital-first, Wrapper and Ignite adjusted to remote working from concept all the way through to launch with no project delays.

Managed entirely by Ignite Insurance Systems, Wrapper fully launched in under 6 months (during lockdown due to the COVID-19 pandemic), in line with their business aims, and on budget.

Thanks to Ignite's ability to quickly build new schemes and products, Wrapper is adding two new EDI-enabled insurers to their panel within weeks, along with launching two new products in the coming months.

*"Ignite has matched our ambitions, goals, and objectives throughout. The bigger software houses won't give you proper support or service until you have scaled up and are a large customer for them. Not Ignite - they have treated us like their no.1 client from day 1."*

*"Our commitment to data enrichment is a big part of what we do, and connectivity is the key here. Our partnership with Ignite and other third parties give Wrapper a truly unique offering in the leisure and lifestyle space - 100% data enrichment upfront on all."*

John Garrard, Managing Director at Wrapper Insure

## BENEFITS



>12,000 quotes per month from launch



58% success rate  
Chip the Chatbot in dealing with queries



£2m GWP  
Y1 Target

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