



# CASE STUDY

LAUNCHING A NEW SELF SERVICE MOTOR  
BROKERAGE IN 7 MONTHS

## BACKGROUND

In 2019 the directors of One Call Insurance set out to launch a new motor brokerage with unparalleled data enrichment at point-of-quote and full customer self-service.

They called the company Yoga and chose Ignite Systems to provide the end-to-end system. This is the story of the journey from concept to launch.

## CHALLENGES

As a start-up, Yoga found that many of the bigger software providers could only do so much to support them. While they could meet some of their needs, they were unable or unwilling to go the extra mile to develop their services to match their ambitions to change the face of brokering.

Yoga needed an adaptable, flexible, and adventurous software house that shared their innovative mentality.

## SOLUTION

With matched ambitions and excitement at the possibilities, Yoga partnered with Ignite to develop and launch an online-only fully self-service motor brokerage, offering unparalleled customer experience, highly competitive pricing, and cutting-edge data enrichment.

Although at the time Ignite didn't offer some of the services and automation Yoga were looking for, they developed their offering to meet these needs and incorporated them into their single code base.

To attract a high-quality customer base Ignite seamlessly integrated leading third-party data enrichment sources such as

MyLicence, LexisNexis, and Loqate GBG. This means Yoga's customers enjoy an incredibly short question set as the comprehensive and finessed data enrichment provides information about claims, convictions, and NCB years.

Yoga is fully self-service so customers can do any MTAs, Cancellations, and Renewals online themselves, as well as retrieve documents and receive claims statuses.

In 2020, Ignite integrated an AI chatbot to directly address customers' needs in >60% of all cases, allowing Yoga to focus on supporting their customers when they need it.

## RESULTS

Keen, adaptable, agile, Ignite were able to take Yoga from concept to launch in just 7 months.

Yoga have achieved an initial milestone by writing over 1,000 policies/month within 4 months of launch and over 1,000 policies/week by the end of their first year.

Yoga customers did over 7,500 self-service MTAs in 2021, with a quote-to-take-up rate of over 55%. Quote-to-policy conversion was over 50% in 2021, and feedback from customers has been excellent (4.6/5 stars on Trustpilot). Customers also value bespoke premium finance options with over 60% choosing to pay this way.

Yoga is adding more insurers to their panel to boost the existing renewal rate of >75% for business acquired through aggregators. Powered by the Ignite policy administration platform, Yoga retains a development team within Ignite to continually improve its technology offering.

*"With Yoga we wanted to do something really innovative and give customers total flexibility. To achieve this, we needed a software house that could deliver a high-quality digital experience overload on a proven policy system.*

*After considering the providers available, Ignite was the only choice and we're delighted with both the efficient build process, the communication throughout, and the end result. We have big plans for Yoga with Pay-as-you-Drive, Multi-Policy, and Short-Term products all to be released on the Ignite platform in the near future"*

Oliver Rose, Managing Director  
Yoga Insure

## BENEFITS



>100,000 policyholder target in 2022



>60% of customer queries answered by AI Chatbot



>70% policy renewal rate





**nimble | digital | proven**

The UK's **fastest growing** policy administration  
system