



## YOGA CASE STUDY

LAUNCHING A NEW SELF SERVICE  
MOTOR BROKERAGE IN 7 MONTHS

# WHAT IS YOGA INSURANCE

- A fully self-service broker
- Launched Sept 2019
- Zero call-centre
- Data-driven insurance

In 2019 the directors of One Call Insurance set out to launch a new 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.

100% customers manage their policy online using the Ignite Broker platform

1 member of staff per 20,000 policyholders

Trustpilot score of 4.5/5 with a 94% excellent rating

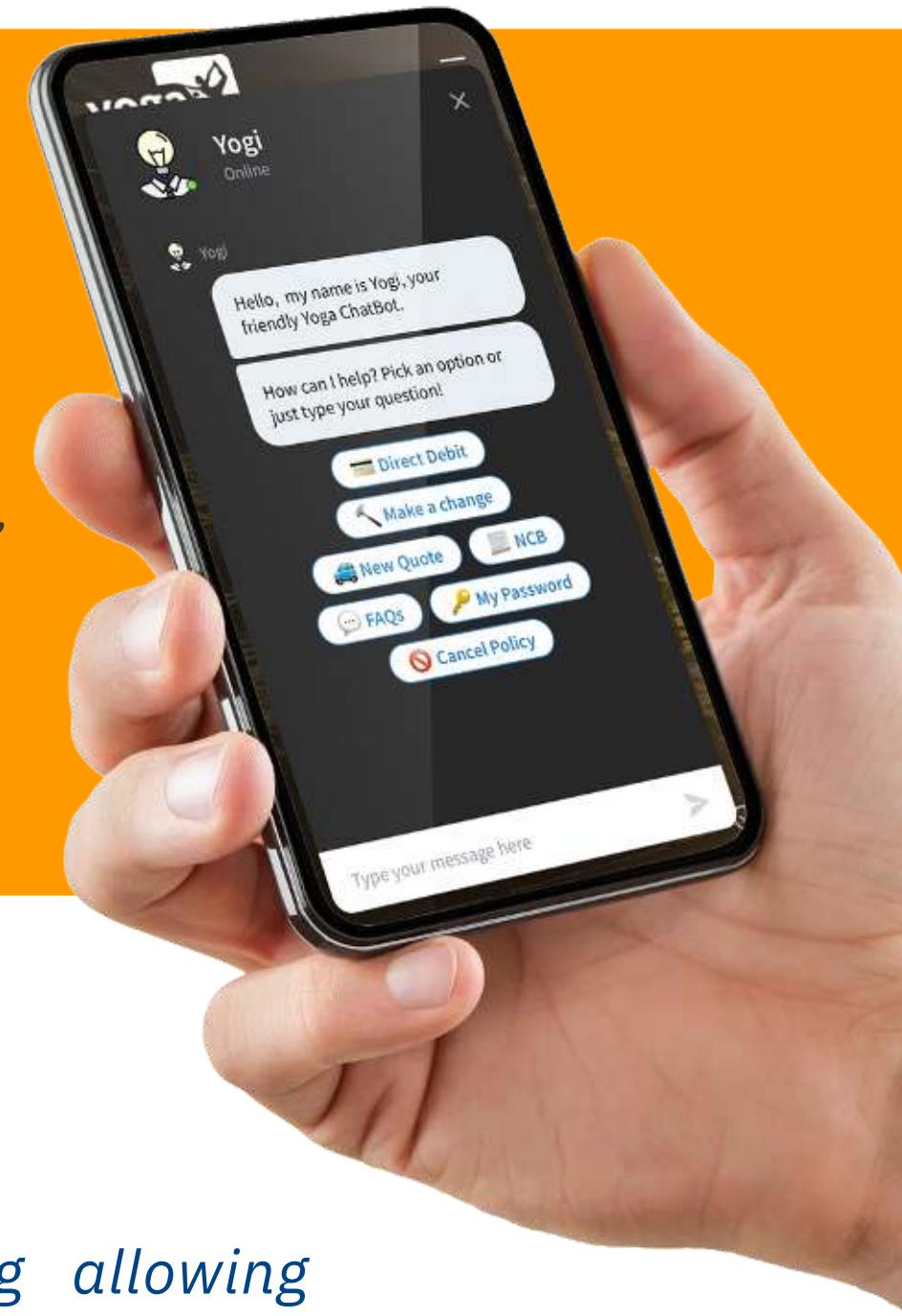


# ONE SYSTEM, MANY ROLES

- Self-service customer portal including MTAs, cancellations & renewals
- Rate hosting
- Real-time pricing
- Data enrichment
- MyLicence
- DVLA
- Lexis Nexis
- Chatbot
- Payments
- Card and Direct Debit
- Aggregator integration
- MI and dashboards
- Back-office CRM



In early 2020 Ignite integrated an AI chatbot, affectionately known as Yogi, to help customers using the portal. Yogi fields over 60% of incoming customer enquiries, so live chat staff don't have to.



*“The Ignite platform manages everything allowing us to focus on supporting our customers when they need it”*

James Littlewood, Operations Manager, Yoga Insure

# PERFECT PARTNERS

*“We had big plans, so we needed to find a company who shared our innovative mentality.”*

As a small start-up, we found that many of the bigger software providers could only do so much to help us. They could meet some of our needs but were unable or unwilling to go the extra mile to develop their services to match our ambitions.

We needed someone adaptable, flexible and adventurous to join us on our journey.

*“There were no limits, no boundaries”*

When we explained our ambitions to the team at Ignite, they were immediately excited at the possibilities. Although at the time they didn't offer some of the services and automations we were looking for, they were confident that they could develop their offering to meet these needs and keen to rise to the challenge.

We explained where we wanted to be and Ignite said, “ok, so how can we get there?”, there were no limits, no boundaries, they were as keen to grow as we were.

It was this adaptability and agility that persuaded us that Ignite could be our perfect partner.



# FROM CONCEPT TO LAUNCH IN 7 MONTHS

- February 2019 – Scope of works agreed

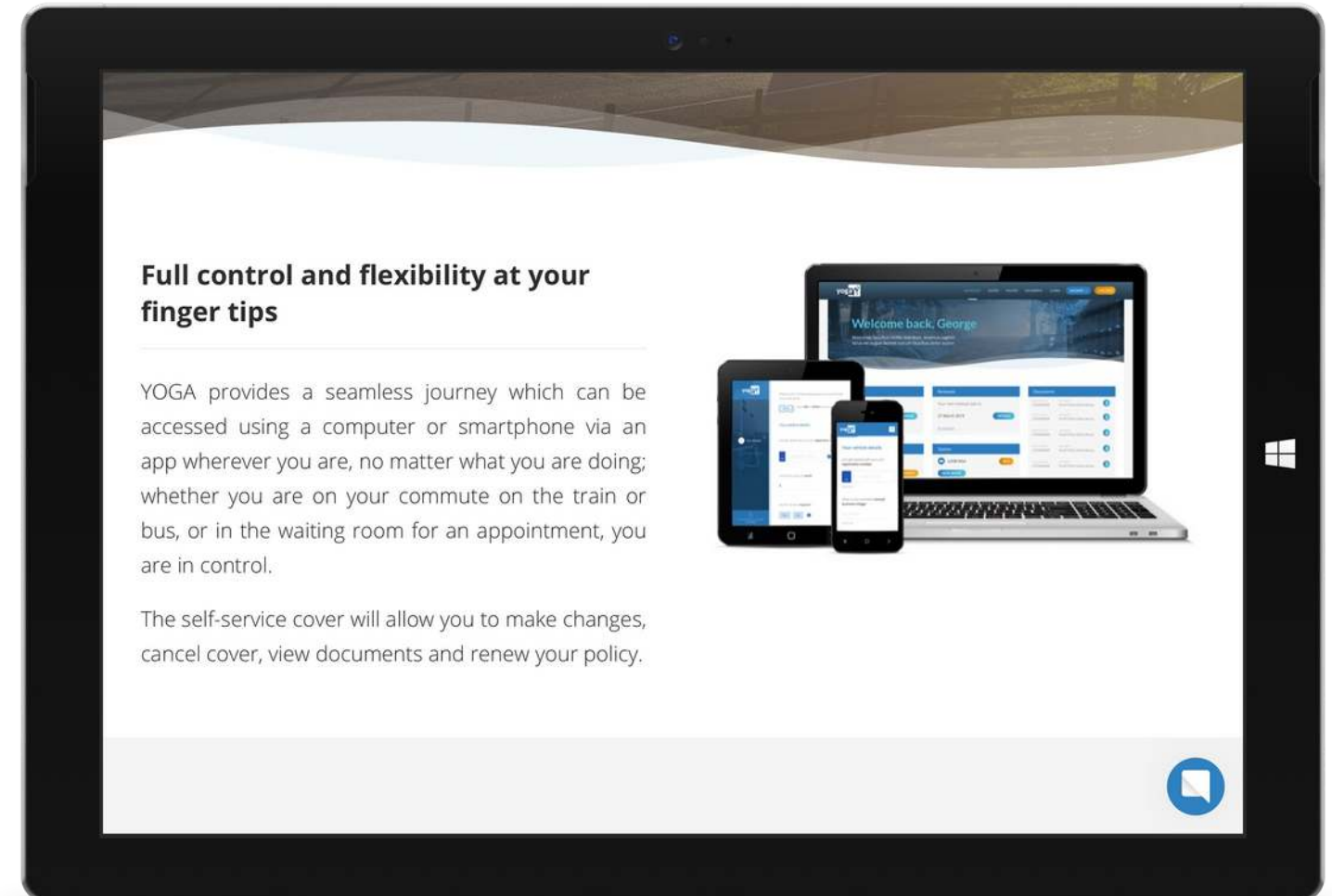
Ignite came to our offices and spent a whole day with us to ensure they understood exactly what we wanted to achieve and how we could achieve it. We looked through Ignite's existing capabilities to understand what they could provide for us and what further development work was needed to meet our specifications.

- April 2019 – Development kick-off

The team went away and drafted an extremely thorough, bespoke scoping document that outlined exactly what they proposed to do and sent it over to us to review

- July 2019 – User Acceptance

- Testing September 2019 – First policy sold



# “EVERYTHING IS POSSIBLE, IT’S JUST A CASE OF FINDING OUT HOW TO DO IT”

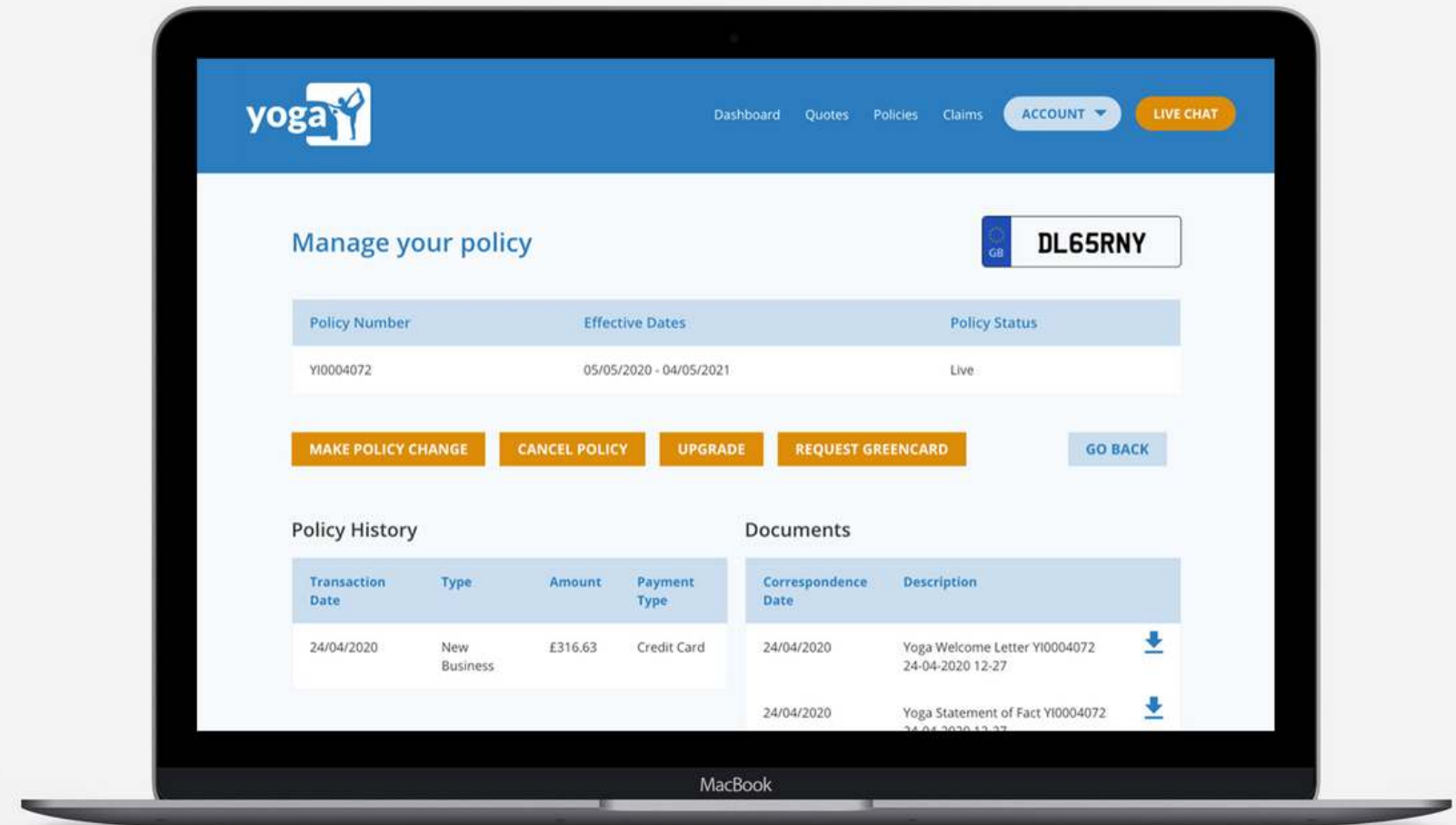
Ignite never say, “no that’s not possible” or “we can’t do that” Unfortunately, a lot of the bigger providers we’ve spoken to say they can’t achieve particular objectives, but it’s more that they don’t want to put the time and resource into trying it out, but Ignite never say “no that’s not possible” or “we can’t do that”, that’s what makes them stand out.

*“As a business we want to be different. We don’t want to be the typical insurance broker”*

Ignite’s attitude towards development helps us to achieve this, we are able to be more aspirational and innovative because we know we have a partner who is happy to try new things and find a way to help us to achieve our goals, it’s really reassuring.

*“The support from Ignite hasn’t waned”*

If we ever have any concerns or questions, there’s always someone on the end of the phone ready to help us, but we rarely need to ask because the system is so user-friendly and straightforward!



# HELPING YOGA TO MEET ITS BUSINESS OBJECTIVES

## Yoga's key partners

To attract a high-quality customer base Yoga needed Ignite to seamlessly integrate leading third-party data enrichment sources such as MyLicence, LexisNexis and Close Brothers. These allow us to automatically perform crucial front-end checks quickly so we can build up a picture of whether the customer represents a good risk for us.



## Yoga & COVID-19

Just six months after a successful launch, Yoga faced the challenge of the Coronavirus lockdown. All of its operations had to be transferred to its employees' homes – a testing start to any new business!

However, thanks to the Yoga's 100% self-service business model and the support of Ignite's agile systems, the transfer of operations was seamless, involving no downtime or inconvenience for customers. In fact, with the use of real time pricing the book grew substantially during lockdown

*"Ignite's philosophy is that everything's possible. The Yoga project presented a major challenge but one that we were really excited by. The Yoga team wanted to change the face of broking and Ignite's systems should enable just that sort of ambition.*

*Following such a successful launch and growth trajectory for Yoga to date, Ignite is constantly innovating so we remain a strong partner for Yoga.*

*Yoga are the kind of broker you want to work with as a software house. They're ambitious, creative, and leave us to solve their tech challenges for them."*



For more information and to arrange a free demo of the Ignite system, please contact;

Toby MacLachlan, MD  
hello@ignite.systems