



Niche motor broker brings digital tools to lifestyle market to great effect



wrapper Case Study
INSURE





Overview

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 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.

The Challenge

Wrapper Insure is a **digital-first** company, offering a seamless and **100% self-service** portal to give customers complete control over purchasing and managing their own insurance.

“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.”

John Garrard
Managing Director, Wrapper Insure

Better together

Bringing learnings and functionality from standard product e-commerce to niche lines, - data enrichment, self-service, and 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.

Speed of Change

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

Development was done in an agile manner, with multiple iterations delivered and tweaked before launch. 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.



Launched in under 6 months

With the mindset of being digital-first, Wrapper and Ignite worked efficiently 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, in line with their business aims, and on budget.

Thanks to Ignite's ability to quickly build new schemes and products, Wrapper has added two new EDI-enabled insurers to their panel, along with launching two new products.



>12,000 quotes
per month from
launch



58% success rate
Chip the Chatbot in
dealing with queries



£5m
GWP
Y3 Target

"It's been great to work with John to create Wrapper. With no restrictive legacy system, we can be truly adventurous in what we develop together, with a constant focus on creating a slick, efficient customer journey, market-leading data enrichment, and integrated state-of-the-art AI processes that allow Wrapper to offer competitive prices to their customers."

Toby MacLachlan, Managing Director, Ignite
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