Accelerating growth with a new end-to-end digital sales system

HAGERTY® Case Study

Overview

As a leading classic car broker and automotive lifestyle brand, Hagerty realised the importance of freeing up time and resources to support their growth ambitions as part of a **5-year digital transformation strategy**. By doing so, their dedicated staff could focus on providing better service to customers and making a significant impact.

Achieving this goal required replacing their legacy OpenGI system, which enabled the company to drive operational efficiencies and enhance their digital presence.

As a result, **42% of all new business** now originates from online. Hagerty have experienced a 63% decrease in call centre traffic, highlighting the success of their efforts.

Benefits

>42%
of all new business originates from online (previous 0%)

>100%
of renewals auto-generated (previous 0%)

<63%
reduction in call traffic due to self-service

>11%
increase in GWP within 3 months

Ignite

The Challenge

In 2022/3, Hagerty and Ignite addressed various challenges as part of their efforts to improve their operations:

Cost reduction: One of the main challenges was to eliminate time-consuming administrative tasks, allowing their employees to focus on more valuable activities. This approach aimed to showcase their staff's expertise and passion, which are central to Hagerty's identity as a classic car enthusiast's brand.

Digital transformation: Improving their digital presence and creating an online sales journey was a central pillar of their strategy. To achieve this, they needed innovative software with a user-friendly interface that could streamline the quoting and buy journeys, thus reducing the workload on their contact centre team.

Agility and speed-to-market: Hagerty aimed to work in a more flexible and agile way, allowing them to test and launch new specialist products quickly. To achieve this, they replaced their on-premise server environment with Ignite's scalable and resilient cloud-based solution, that provides greater security.

Data-driven decision-making: To achieve their digital ambitions, Hagerty recognised the need to become a truly data-driven business. However, limited access to insights and data had hindered their progress in this area.

Underwriting collections in a digital channel: Many of the vehicles and collections that Hagerty insures are unique and require the expertise of their underwriters. To provide the full benefits of their product, a multi-vehicle quote and buy journey was necessary.

The Solution

Balancing Phone and Digital Support
Hagerty embraces direct phone support, showcasing their expertise and enthusiasm. To provide exceptional service to a broader audience, they implemented a comprehensive digital experience. This allows customers to engage with the brand via their preferred channel, be it phone or online.

> "From the start of the project Ignite have understood our vision and worked closely with us to transform what historically has been a very manual, specialised product into something that can scale and grow with the business. Since launch we have reduced manual interventions into policy take up by 50%, 42% of all new business is attributable to our online journey and increased GWP. Our new digital capabilities are allowing us to reach entirely new audiences and take products to market in weeks rather than months."
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> **Andrew Mannering**
> **Product Manager, Hagerty**

Streamlined Risk Assessment & Data Enrichment
By leveraging data enrichment integrations, we enhanced user experience and reduced the number of questions needed. This led to higher quote completion and conversion rates. Furthermore, a new multi-risk rating system enabled customers to insure multiple vehicles through a seamless digital process.

Accessible Customer Portal
Hagerty's online portal, powered by Ignite, allows clients to access quotes, policies, and documents, as well as manage their policies anytime, anywhere, and on any device.

The Solution

Automated Renewals

Ignite's rule-based renewal process, allows qualifying renewals to be issued automatically. Previously, Hagerty's processes involved a lot of manual documentation. This was a significant time saver and tied very much into their core objective of removing unnecessary administrative tasks.

Flexible Customisation

To become an agile, flexible business, Hagerty recognised the need to be able to control elements of their systems internally. One of the strengths of Ignite is the ability to manage your own schemes via excel or code. Coupled with our highly configurable system, things like question layout can be managed by the broker too, offering further flexibility.

Data-Driven Decision Making

As part of the implementation, Ignite created a real-time replicated SQL database for all of Hagerty's data. This allows Hagerty to be truly data-driven and enhances their decision-making through better insights.

> "Hagerty is one of the most forward-thinking brokers we have met. They've got a clear and bold idea of their future strategy, and we're delighted that they have selected Ignite to join them on this journey. The multi-vehicle customer experience has been a great challenge to work on and really satisfying to see live today. Most of all I'd like to highlight the Hagerty team's thoroughness in scoping, collaboration and testing all of which have made this project a huge success."
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