



CASE STUDY BUDGET INSURANCE

CLIENT PROFILE

Leading independent insurance intermediary, providing mainly car and home insurance in the UK. The company is part of an international group and employs in excess of 1,700 staff and processes over 150,000 car insurance quotations per month.

PROJECT

APPLICATION DEVELOPMENT

Budget required a Business to Consumer (B2C) application to provide their customers with the most efficient means possible of obtaining an accurate quote for their car insurance. This application needed to directly link to and integrate with Budget's existing IT systems which were based on the IBM AS/400 and DB2/400 database.

SOLUTION

A browser-based application, developed using the FreeStyle-400™ - AS/400 based browser development tool, which has improved customer service and expanded sales channels for Budget Insurance. In addition to the B2C context, Budget required the flexibility to roll out this new facility to their business or 'affinity' partners, who would require their own graphic and colour schemes. Due to the flexible nature of FreeStyle-400™, the development of this multi-company application was made simple.

BENEFITS

- ROI in less than 6 months.
- Increased quote volumes - over 60,000 completed web requests per month.
- Quick response times.
- Ease of maintainability and future expansion.
- Increased sales channels.
- Improved customer service and satisfaction.



CONSULTING

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