

LOCATION  
Somerset

SUCCESS WITH  
Broker Briefcase® UK

BROKERAGE FOCUS  
Commercial insurance

— — — — —

👍 👍

"Since using Broker Briefcase, our renewal retention rate has been 100% and we have grown our agency by 100% over the past year."

— Dean Holloway, owner of Holloway & Gauntlet Insurance Services

— — — — —

” ”

## BACKGROUND

Holloway & Gauntlet Insurance Services is a local independent broker dedicated to providing individualised support to its customers. To accelerate growth and provide even greater customer service, Holloway & Gauntlet began looking for new software solutions.

## SOLUTION

Holloway & Gauntlet Insurance Services chose Zywave's Broker Briefcase® UK application.

## RESULTS

Broker Briefcase has helped Holloway & Gauntlet boost customer engagement and improve prospecting. "Broker Briefcase has enabled us to campaign efficiently and extensively with ease. The amount of content we have access to is tremendous and makes our brokerage stand out in a crowded marketplace," said Dean Holloway, owner of Holloway & Gauntlet Insurance Services.

Furthermore, by monitoring email campaign open and click rates, Holloway & Gauntlet has been able to further identify and engage interested prospects. In particular, 6fc\_Yf'6f]YZWUgYfij HSE and cyber content has helped open up doors k ]h 'dfcgdYVij Y'W]Ybhg'UbX`]bWYUgY`fYhYbh]cb"

For instance, Holloway recently had one client that was facing regulatory issues from the NFU. They were so impressed with all the resources Holloway was able to provide, that come renewal, they chose to renew with him despite a v2,000 savings in premium they could have [ chYb elsewhere. That account alone was worth v50,000.

"All of the clients that have VYbYZ]hYX from Zywave have been impressed by the amount of resources available and the speed I can deliver. It's been U'great`hcc` for our brokerage."