



LOCATION
Somerset

SUCCESS WITH
Broker Briefcase® UK

BROKERAGE FOCUS
Commercial insurance

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"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 brokerage dedicated to providing individualised support to its customers. To accelerate growth, 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 Insurance increase 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 Insurance has been able to further identify and engage interested prospects. In particular, Broker Briefcase's HSE and cyber content has helped open up more doors and increase retention.

For instance, Holloway recently faced challenges from a large competitor over one particular client. They were so impressed with all the resources Holloway was able to provide, that come renewal, they chose to renew with him despite a £2,000 savings they could have gotten elsewhere. "They felt the overall service they received from us outweighed the £2,000 in savings," said Holloway.

"All of the clients that have benefited from Zywave have been impressed by the amount of resources available and the speed I can deliver. It's been a great tool for our brokerage," added Holloway.