

# Leading UK insurance retailer extends their digital relationship with NashTech



## Outcome

The new Atlanta 'quote and buy' sales platform has yielded an impressive set of business ratios over the old sites on a like-for-like basis:

- Journey completions are up by more than 47%
- 65% more customers who start the journey now quote
- Quote to sale ratios are up 226%
- Cost per quote is 26% of what it was previously

## Client quote

“I am delighted by all that has been delivered and how NashTech, my internal teams and our other business partners have collaborated to deliver on our digital strategy. We have recently committed to a long term partnership with NashTech. We see this as an extension to the relationship and our own Atlanta digital capabilities, expanding our engagement into other technical areas where we can capitalise on their expertise.”

James Fairhurst  
Chief Information Officer, Atlanta

## Company overview



The Atlanta Group is one of the largest and fastest-growing brokers in the UK insurance market. Made up of multi-brand personal lines digital platforms, and leveraging advanced consumer data and pricing analytics, they have secured their position as the industry leading digital broker.

Atlanta incorporates the well-known and much respected Swinton, Autonet and Carole Nash brands. They are part of the worldwide Ardonagh Group which is the largest independent insurance broker in the UK and a top 20 broker globally.

- Client name:** Atlanta
- Service:** System development
- Technology:** .Net MVC
- Industry:** Financial services
- Location:** UK

## The challenge

Atlanta needed to develop and deploy a digital strategy to help drive value from their business strategy. Together with NashTech, Atlanta have developed a common systems platform (CSP) enabling competitive advantage through digital trading with customers and partners, efficient core administration processing, and timely and comprehensive data insight and analytics.

## The approach and solution

NashTech has been working with Atlanta since 2018 as the key technology partner responsible for digital trading. NashTech, separately, is also providing application management services for several parts of the heritage application estate – underpinning the smooth migration to the new platform. The core admissions processing component of the CSP is centred around the CDL Strata product family, with whom (through an Atlanta introduction) NashTech are also a technology partner.

NashTech initially focused on the digital elements of the CSP which needed to seamlessly support the integration of new insurance acquisitions as well as support organic business growth. The key deliverable for the initial project was the application infrastructure which underpins the digital development. This was soon followed by multiple deliveries for major product lines.

“The digital technology credentials and responsiveness that drew us to select NashTech have been realised and we have developed a great working relationship with NashTech colleagues in the UK and Vietnam. A substantial business benefit has already been achieved and the future looks very bright.”

Jeff Mountford  
Director of Systems Delivery, Atlanta

