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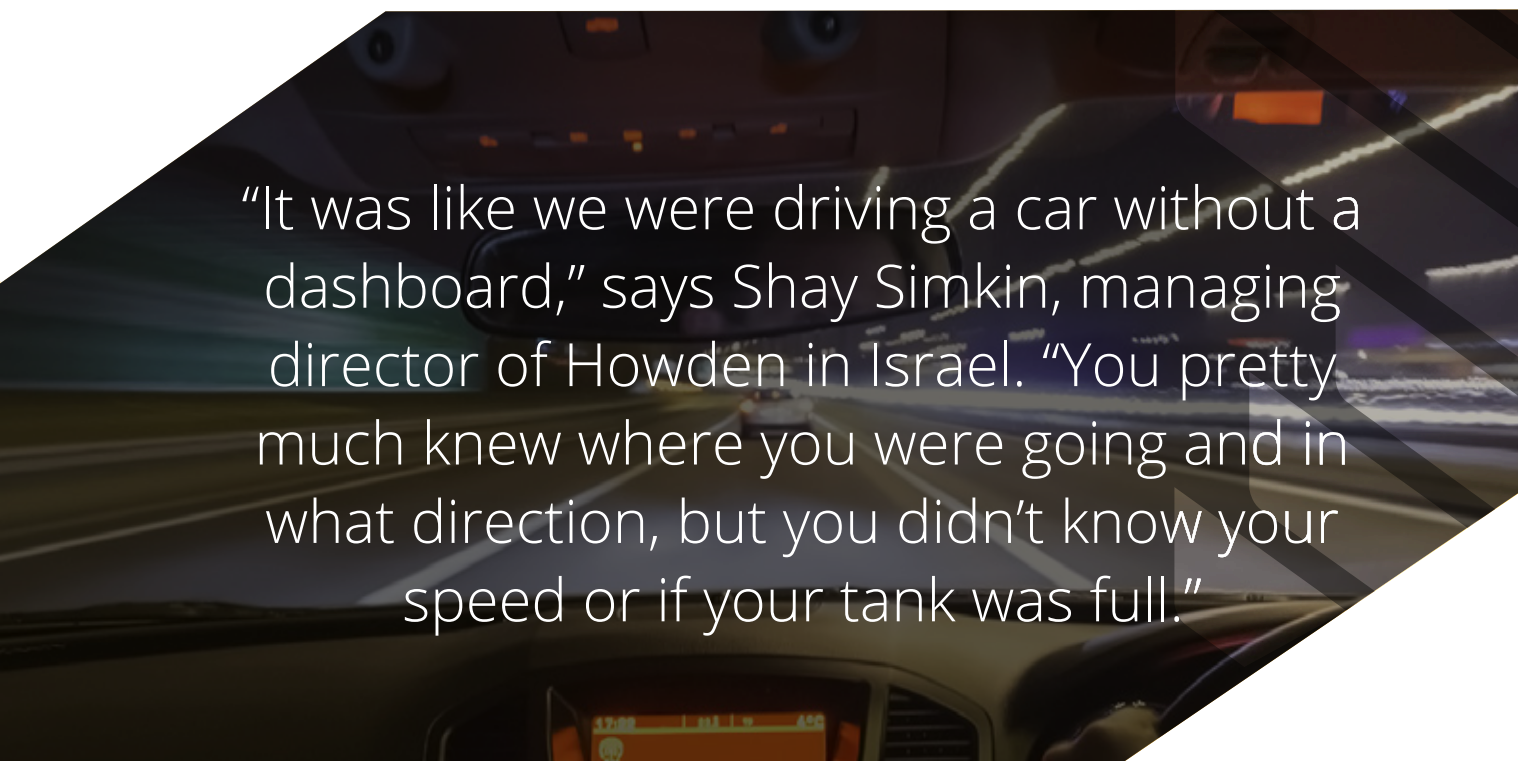
Howden Broking Group gains visibility, efficiency & performance across multiple territories.

Impressive global reach is a key reason Howden Broking Group is one of the fastest-growing employee-owned insurance groups. The company sells specialist insurance products through 135 offices in forty countries. But while its footprint is an important competitive asset, it also presents operational challenges.

THE CHALLENGE

Operating across borders requires a common language and consistency of measurement and tracking for metrics such as which and how many products its employees are selling, to which customers, and how fast.

Until 2015, getting a global view of performance across all aspects of the business was difficult. The company had multiple, outdated systems running in parallel, and visibility across offices was a challenge.



“It was like we were driving a car without a dashboard,” says Shay Simkin, managing director of Howden in Israel. “You pretty much knew where you were going and in what direction, but you didn’t know your speed or if your tank was full.”


The company turned to Novidea to provide an end-to-end, data driven platform for managing everything from prospecting and sales, customer intelligence, profitability analysis and optimization, performance management and forecasting, all the way down to the automated policy administration and back office operations. To date, the company has rolled out the Novidea platform to several of its international offices.



THE SOLUTION

The Novidea cloud-based solution replaces fragmented software systems with a single integrated view of customers, channels and business lines. Howden offices using the system can now manage the entire insurance distribution lifecycle, with visibility into all KPIs and each employee's status relative to targets.

At Howden Iberia, for example, putting customers at the heart of its systems was a key reason they deployed Novidea.



“Novidea puts a lot of valuable insight information at our brokers’ fingertips, enhancing their ability to sell and advise customers in a way that is both efficient and lucrative for our business,”

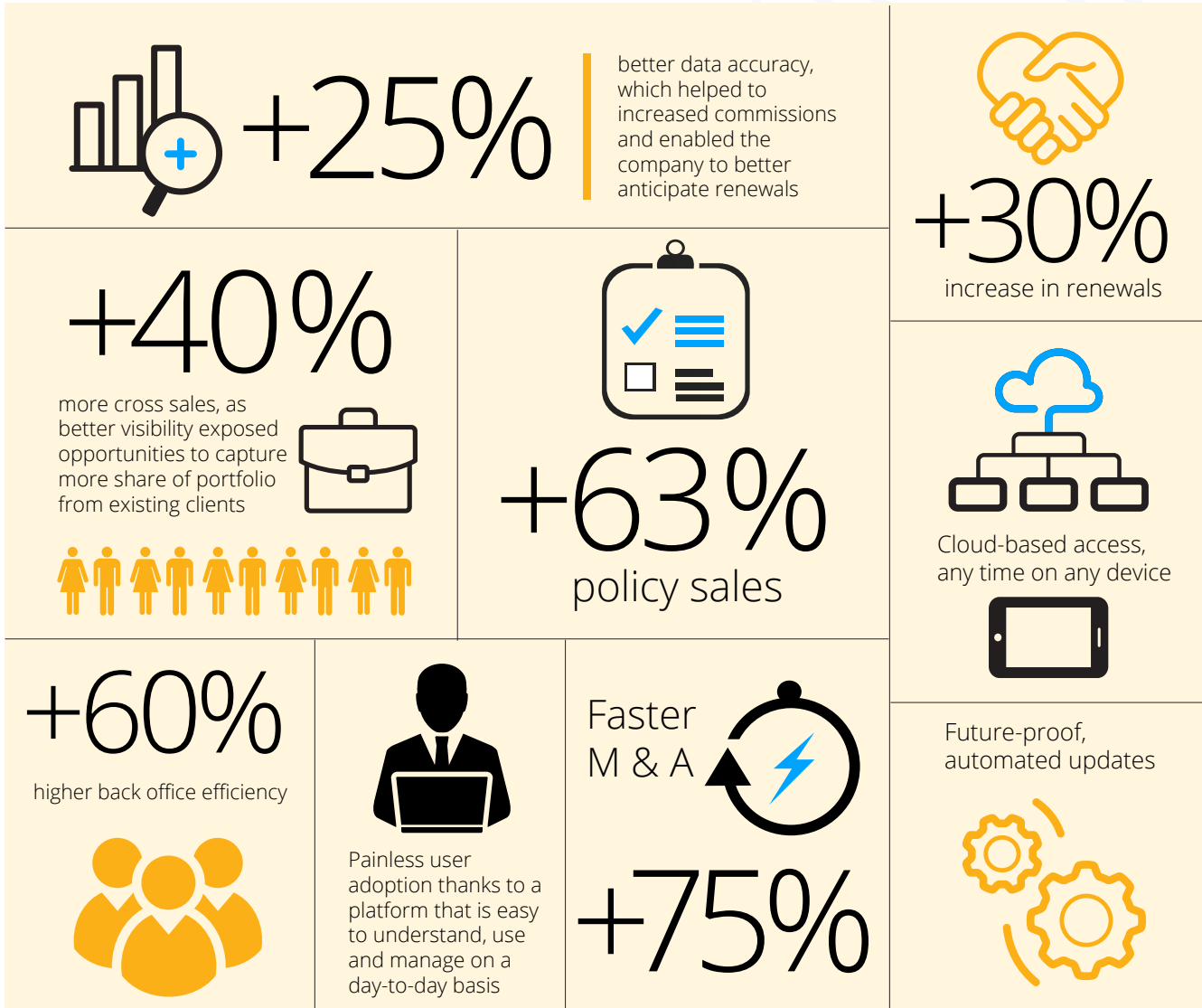
José Manuel González, Howden Iberia


“Novidea’s Brokerage Management Platform enabled us to revolutionize our working patterns. It has helped streamline policy lifecycle management and the visibility across every aspect of our business. It is a holistic solution that enables us to grow our business easily without growing in human resources,” says Shay Simkin ACII, Managing Director, Howden Israel.



THE RESULT

Novidea looked at 24 months of data to assess the impact the new platform was having on business performance, costs and efficiency. The results were impressive:





“No longer is technology a barrier for growth. It is an enabler. We can now move much faster than ever before and act on new opportunities and trends in the market. With Novidea we grew painlessly via M&A. Integration and onboarding of a new agency took a record 3 months instead of the average 12.”

Yariv Kuperman, CFO Howden

ABOUT NOVIDEA

Novidea is the company behind the leading end-to-end, data-driven insurance platform designed specifically for insurance distribution professionals and their customers. By consolidating all front- and back-office data and workflows into a unified view, the platform provides real-time visibility and actionable intelligence into the entire customer journey. The Novidea platform enables top-tier global brokerages, agencies, bancassurance and corporate insurance operations to optimize every customer interaction, expose opportunities for revenue and growth, and dramatically improve profitability and competitiveness. The company has offices in the UK and US, with R&D based in Israel.

