

CASE STUDY

KEY CLAIMS



How Key Claims built its reputation

Mulsanne Insurance reveals the secrets of its claims administrator's success

RDT was delighted when its long-term client Key Claims signed a multi-year contract to use its products and services. The agreement, which went live in December 2019, gave Key Claims an upgrade of RDT's market-leading general insurance administration platform, Landscape, provided as a managed service.

The extension of the relationship with RDT comes at an exciting time for Key Claims, with the recent acquisition of the Complete Cover Group by Sun Capital Partners.

Key Claims has one of the strongest reputations for claims handling in UK insurance. It is the claims and policy administrator for Mulsanne Insurance, a niche, non-standard motor insurer with a lot of short-term policies.

Mulsanne's Claims Director, Paul Twilley, explained why he believes they are so successful in this market. He said: 'We have a very experienced team that will look at a claim critically and not just follow a process. Many third

party administrators are more process-focused, but non-standard claims require more attention.

'The unusually high number of fraudulent claims in short-term and niche motor insurance led us to increase our staff count to give us sufficient capacity. Our fraud team consists of 25 per cent more staff than an average claims team. The validation process underpins everything we do in the department, across all areas.

'Having such a large team ensures that Key Claims always has the capacity to deal with complex claims and avoid backlogs, which lead to leakage and increased spend. Our extra capacity minimises leakage, delay and complaints. Key Claims also has a wide, varied and experienced supply network – our commercial arrangements are as competitive as larger insurers would expect to achieve.'

Key Claims has gone through a dramatic transition, moving from paper-based in 2013 to a full digital operation,

BACKGROUND

Established in 1968, Complete Cover Group is a specialist insurer focused on the non-standard UK motor market. It offers annual and short-term cover for private cars, commercial vehicles and taxis.

Complete Cover operates an integrated business model, including distribution, underwriting and claims handling.

Sun Capital Partners is a specialist provider of private capital. It has led, managed and invested in successful transactions worth more than £15billion. Current investments include Keepmoat (housebuilding), Auctus Industries (aerospace) and Uro (real estate).

Shaun Hooper, Complete Cover Group CEO, said: 'This (purchase) is a hugely positive step for the group. Sun Capital will actively support us to achieve our goal to become the 'go-to' provider of non-standard insurance products and services. This

making use of RDT's technology and expertise along the way. The benefits of the transition have been particularly highlighted during the Covid-19 pandemic.

Mr Twilley said: 'We were able to move to remote working quickly and successfully. Landscape allowed us to reallocate tasks to within the department easily during the period of setting up the work-from-home facility for all claims staff. During this period we maintained SLAs, and no backlogs occurred.'

'Landscape is very user-friendly. It's highly effective for us as managers to use to track our staff's productivity and ensure tasks are being completed in line with our client's SLA. Prior to the implementation of Landscape in 2013 we were entirely paper-based. It seems like a lifetime ago, we were pushing vast amounts of paper around our business, so it's been a massive sea change and it's worked very well for us.'

Key Claims and the wider group has a clear strategy for the future. Mulsanne's CEO, Darren McCauley, said that it's all about speed to market and making best use of technology.

He told us: 'We've developed a number of partnerships with a lot of insurtech providers. Using technology and data, we're able to grow the business and do things that others can't. And, being agile, we're able to build things quickly

and get them live quickly, which brings with it growth and profit.

'We've gone from being quite far behind the curve in terms of data analytics, using only a few bits of enrichment post-sale. But we now use 14 pieces of enrichment at point of quote – probably more than most of our competitors do.'

'And, using Landscape, we're able to ingest all the data we've underwritten on a daily basis so we can be incredibly agile in looking at what's going on. We're able to get pretty much any report we want, very quickly, so the data quality is key.'

The next phase of the journey for Key Claims and RDT will focus on further enhancing the claims process through technology. Mr McCauley said: 'Where I see us working closely together is how we continue to digitise the claims process. We have to work out how we build processes that are human when the customer needs to talk to somebody, but digital when the customer wants convenience.'

'We've got to be open to tech and look at how to do things better. We're in unprecedented times where we can't send out engineers, so how do we use technology to enhance those experiences? I think after Covid-19 we'll see people travel much less anyway, so we need to work out how to embrace technology to make our processes slicker, and what we do better.'

is an exciting time for us as we embark upon the next chapter in our journey to become the leading brand in our market with competitively priced products and exceptional customer service.'

Key Claims was formed by Complete Cover Group as a UK-based claims and policy administration company.

The core workforce of Key Claims' operation was formed from a team already in place for a previous capacity provider. As Paul Twilley explained, it made sense to bring that experience, and the third-party relationships, into the Key Claims fold.