



**Renew Affinity Solutions**

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# Agenda

## Who are Renew Affinity Solutions?

- Size of operations?
- How do we operate?
- How do we help partners?
- How does our proposition works with partners?
- Next steps



# Who are Renew?

- Specialist insurance broker offering outsourced operations for partners who need top quality insurance solutions for their Motor, Home, Van and Bike customers.
- The company is staffed by ex Direct Choice management and staff. Direct Choice was one of the UK most successful specialist brokers prior to its acquisition by the AA.
- Renew is owned and backed by Hastings Direct.
- Hastings Direct scale ensures that Renew punches above its weight with insurers to get the best terms for its partners.



## How do we operate?

- 100 staff based at modern operation in Newmarket; the current facility has space to more than double the staff number without expansion.
- Leading edge integrated installation of CDL, telephone and web systems, which deliver the best in class tracking by partner.
- Largest possible panel with the additional advantage of delegated authority from several major insurers to ensure that we can meet the needs of most customers.
- Excellent customer service underpins everything we do.
- Dedicated account management for partners.
- Full partner information available to ensure clear transparency on customer journey

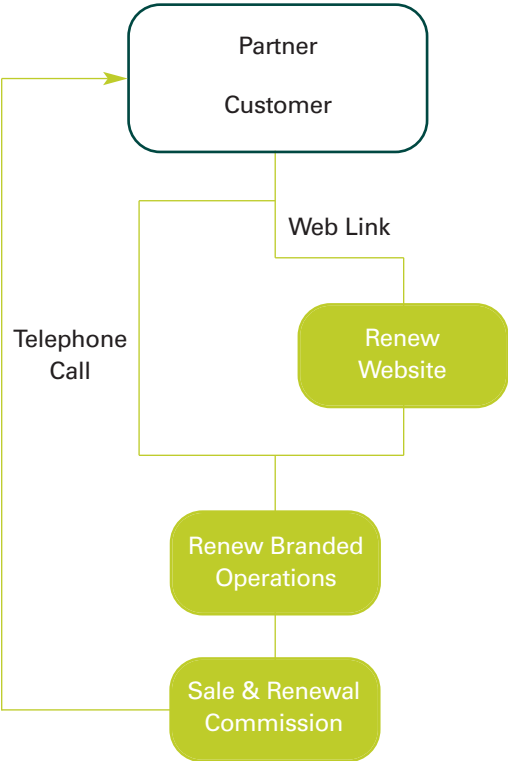
# How do we help partners?

- Deeper relationship with your clients by being able to take care of more of their insurance needs.
- Helps to build your brand and customer loyalty.
- Ensuring your clients do not source other products from competitors in your field, that could jeopardise the relationship and products you offer them.
- Gain valuable commission from products that you don't offer.
- Commission paid to you on initial sale, and also on renewal, to ensure our goals are aligned on customer service and not just around an initial payment. This ensures you should have higher income not only in year one but also other the life of the policy. We also identify additional product sale opportunities that people require which result in additional payments.
- Little partner effort required to get set up as Renew do the work.

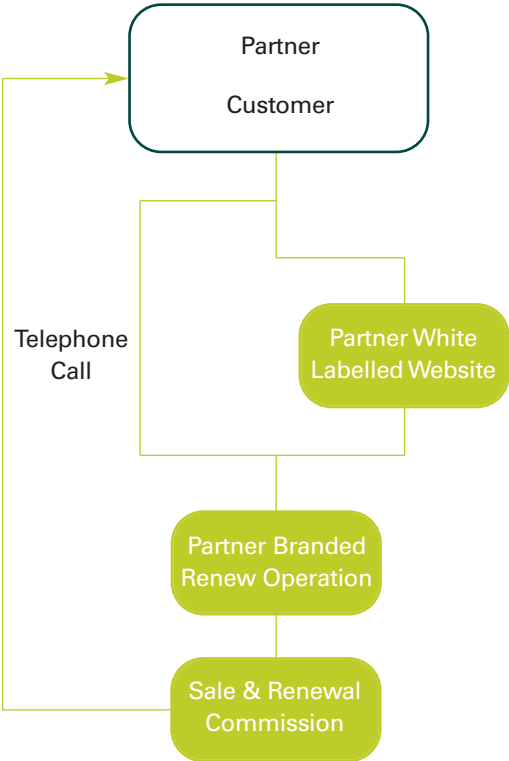


# How can our proposition work with partners?

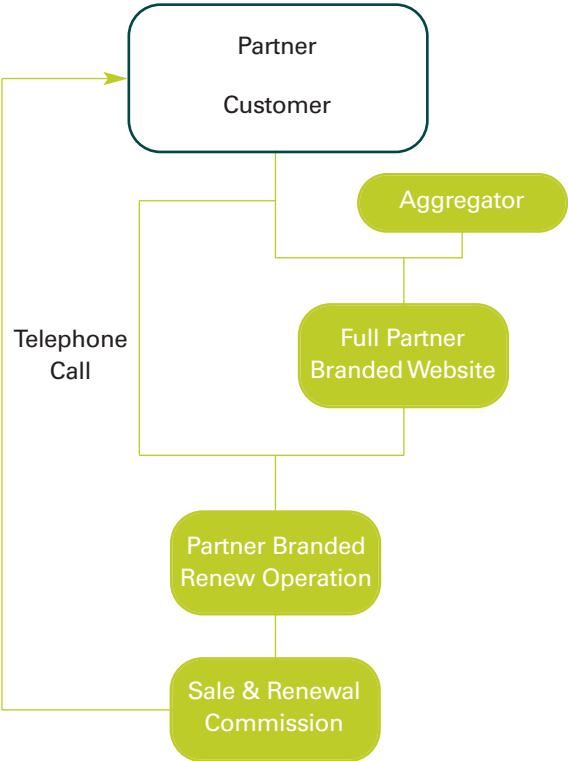
## PARTNER LINKS



## PARTNER CUSTOMISED



## PARTNER MICROSITE



Increasing Complexity and Cost

# Features of the different partner propositions

Feature	Type A Partner Links	Type B Partner Customised	Type C Partner Microsite
Full quote and buy functionality for all available products developed and maintained by us	✓	✓	✓
Full quote and buy functionality for all available products developed and maintained by us	✓	✓	✓
Optional links to our informational content pages e.g. <a href="http://www.likewiseinsurance.com/car-insurance">www.likewiseinsurance.com/car-insurance</a>	✓	✓	✓
Recall quote and ancillary pages also supplied and administered by us e.g. call me back, renewal reminder	✓	✗	✗
Secure site padlock (SSL)	✓	✓	✓
Affiliate styled web pages	✗	✓	✓
Affiliate company name and logo used on pages and emails	✗	✓	✓
Specific full colour definition of all page items and emails	✗	✗	✓
Individual affiliate specific headers and footers which can include links back to the affiliate site	✗	✗	✓

# Example screen shots

Type A – Partner Links  
[www.likewiseinsurance.com](http://www.likewiseinsurance.com)

**Recall Quote**

0800 035 4281

**Car Insurance Quote**

**About The Car**

Please complete our simple three step online car insurance quote form to gain a range of competitively priced quotes, calculated from our large number of leading insurers. You can then buy a policy immediately online paying either in full or by monthly instalments.

**Assumptions**

To provide you with a quote we have made some assumptions about the drivers and the car. Some of the details we collect, such as convictions are defined as sensitive under Data Protection Law and by proceeding with the quote you are agreeing to these details being processed. Please check our assumptions are accurate, as any errors may invalidate your insurance or future claims. If you cannot agree to any of these then call us on 0800 035 4281 or use our call me back form.

**Car Selection**

Do you know the registration number?  
 Yes  No

Registration number: [input field]

**Car Details**

Who owns the car?  
 Please select the car owner: [dropdown menu]

Are you the registered keeper?  
 Yes  No

Number of seats: [input field]

When was the car purchased?  
 dd/mm/yyyy or Not yet [input field]

Is the car right hand drive (RH)?  
 Yes  No

**Car Security**

Immobiliser  
 Please select immobiliser type: [dropdown menu]

Tracking device  
 Please select a tracking device: [dropdown menu]

When the car is at home, where is it kept?  
 Please select: [dropdown menu]

Where other than home is the car regularly parked?  
 Please select: [dropdown menu]

**Policy Start Date**

When would you like the policy to start?  
 dd/mm/yyyy [input field]

Step 1 of 3 - About The Car [Next >]

Likewise Insurance is a trading name of Renew Insurance Services Limited and is authorised and regulated by the Financial Services Authority (FSA) and our FSA register number is 119221. We are part of the leading B&B group, regulated Office at Grosvenor House, Giltspur Street, London EC4A 3DF. Call Centre 1928 249 (England) and 1928 249 (Wales) and 0800 035 4281 (UK).

Please note that all calls are recorded for monitoring and training purposes.

By registering data to us you will provide information about yourself and others which is defined as personal data or sensitive personal data by the Data Protection Act 1998. The data controller in relation to this data will be Renew Insurance Services Limited. The information you provide will be used for insurance administration, renewal and claims handling and credit checking. The data will be added to various databases which may be checked by other organisations such as the police and other insurers, and may be used by Renew Insurance Services Limited and other member organisations for marketing and research purposes. By continuing with a quote you confirm that you are authorising us to pass consent for the personal data that you provide to our member organisations for use in the way set out in this information to be used for these purposes before us. Further details of our data protection policy can be found on our Terms and Conditions page.

© 2010 Renew Insurance Services Limited.

Type B – Partner Customised  
[www.insurance-quote-pages.com/eandl-carquote](http://www.insurance-quote-pages.com/eandl-carquote)

**Recall Quote**

0800 048 3130

**Car Insurance Quote**

**About The Car**

Please complete our simple three step online car insurance quote form to gain a range of competitively priced quotes, calculated from our large number of leading insurers. You can then buy a policy immediately online paying either in full or by monthly instalments.

**Assumptions**

To provide you with a quote we have made some assumptions about the drivers and the car. Some of the details we collect, such as convictions are defined as sensitive under Data Protection Law and by proceeding with the quote you are agreeing to these details being processed. Please check our assumptions are accurate, as any errors may invalidate your insurance or future claims. If you cannot agree to any of these then call us on 0800 048 3130 or use our call me back form.

**Car Selection**

Do you know the registration number?  
 Yes  No

Registration number: [input field]

**Car Details**

Who owns the car?  
 Please select the car owner: [dropdown menu]

Are you the registered keeper?  
 Yes  No

Number of seats: [input field]

When was the car purchased?  
 dd/mm/yyyy or Not yet [input field]

Is the car right hand drive (RH)?  
 Yes  No

**Car Security**

Immobiliser  
 Please select immobiliser type: [dropdown menu]

Tracking device  
 Please select a tracking device: [dropdown menu]

When the car is at home, where is it kept?  
 Please select: [dropdown menu]

Where other than home is the car regularly parked?  
 Please select: [dropdown menu]

**Policy Start Date**

When would you like the policy to start?  
 dd/mm/yyyy [input field]

Step 1 of 3 - About The Car [Next]

E&L Insurance is a trading name of Eandl Insurance Services Limited and is authorised and regulated by the Financial Services Authority (FSA) and our FSA register number is 119221. We are part of the leading B&B group, regulated Office at Grosvenor House, Giltspur Street, London EC4A 3DF. Call Centre 1928 249 (England) and 1928 249 (Wales) and 0800 048 3130 (UK).

Please note that all calls are recorded for monitoring and training purposes.

By registering data to us you will provide information about yourself and others which is defined as personal data or sensitive personal data by the Data Protection Act 1998. The data controller in relation to this data will be Eandl Insurance Services Limited. The information you provide will be used for insurance administration, renewal and claims handling and credit checking. The data will be added to various databases which may be checked by other organisations such as the police and other insurers, and may be used by Eandl Insurance Services Limited and other member organisations for marketing and research purposes. By continuing with a quote you confirm that you are authorising us to pass consent for the personal data that you provide to our member organisations for use in the way set out in this information to be used for these purposes before us. Further details of our data protection policy can be found on our Terms and Conditions page.

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Type C – Partner Microsite  
[www.insurepink-secure.co.uk](http://www.insurepink-secure.co.uk)

**Recall Quote**

0800 048 3640

**Car Insurance Quote**

**About The Car**

Please complete our simple three step online car insurance quote form to gain a range of competitively priced quotes, calculated from our large number of leading insurers. You can then buy a policy immediately online paying either in full or by monthly instalments.

**Assumptions**

To provide you with a quote we have made some assumptions about the drivers and the car. Some of the details we collect, such as convictions are defined as sensitive under Data Protection Law and by proceeding with the quote you are agreeing to these details being processed. Please check our assumptions are accurate, as any errors may invalidate your insurance or future claims. If you cannot agree to any of these then call us on 0800 048 3640 or use our call me back form.

**Car Selection**

Do you know the registration number?  
 Yes  No

Registration number: [input field]

**Car Details**

Who owns the car?  
 Please select the car owner: [dropdown menu]

Are you the registered keeper?  
 Yes  No

Number of seats: [input field]

When was the car purchased?  
 dd/mm/yyyy or Not yet [input field]

Is the car right hand drive (RH)?  
 Yes  No

**Car Security**

Immobiliser  
 Please select immobiliser type: [dropdown menu]

Tracking device  
 Please select a tracking device: [dropdown menu]

When the car is at home, where is it kept?  
 Please select: [dropdown menu]

Where other than home is the car regularly parked?  
 Please select: [dropdown menu]

**Policy Start Date**

When would you like the policy to start?  
 dd/mm/yyyy [input field]

Step 1 of 3 - About The Car [Next]

insurepink is a trading name of Insurepink Insurance Services Limited (P.L.C.), incorporated in the United Kingdom. Both companies are authorised and regulated by the Financial Services Authority (FSA) under FSA register numbers are 1055 11492 (Renew) and 119221 (Eandl). Both companies are part of the leading B&B group. From Registered Offices at Grosvenor House, Giltspur Street, London EC4A 3DF (England) and 1928 249 (Wales) and 0800 048 3640 (UK).

Please note that all calls are recorded for monitoring and training purposes.

By registering data to us you will provide information about yourself and others which is defined as personal data or sensitive personal data by the Data Protection Act 1998. The data controller in relation to this data will be Insurepink Insurance Services Limited. The information you provide will be used for insurance administration, renewal and claims handling and credit checking. The data will be added to various databases which may be checked by other organisations such as the police and other insurers, and may be used by Insurepink Insurance Services Limited and other member organisations for marketing and research purposes. By continuing with a quote you confirm that you are authorising us to pass consent for the personal data that you provide to our member organisations for use in the way set out in this information to be used for these purposes before us. Further details of our data protection policy can be found on our Terms and Conditions page.

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# Tracking and Reporting

- Unique 100% tracking by partner
  - Unique web link
  - Dedicated 0800 telephone number
  - Web and telephone system integrated to insurer and information system (ie no random pick list)
- Dedicated MI

INBOUND	Calls	Quotes	Quote to Call Rate	Closes	Conversion Rate	GWP	Ave Premium
PC							
GV							
MC							
HC							
OUTBOUND	Calls	Quotes	Quote to Call Rate	Closes	Conversion Rate	GWP	Ave Premium
PC							
GV							
MC							
HC							
WEB	Quotes	Closes	Conversion Rate	GWP	Average Premium		
PC							
GV							
MC							
HC							
WEB PHONE	Calls	Quotes	Quote to Call Rate	Closes	Conversion Rate	GWP	Ave Premium
PC							
GV							
MC							
HC							
RENEWALS	Invited	Sold	GWP				
PC							
GV							
MC							
HC							
CROSS SOLD POLICIES	Quotes	Sales	GWP				
PC							
GV							
MC							
HC							

# Some of our Partners

## What some of our partners say about us...

**THE PINK RIBBON FOUNDATION** - "We have very much a partnership... It helps with branding on both sides, we learn from each other, we support one another, we like to think of it as a win win! We feel that we're working with a big professional organisation."

**NATIONWIDE** - 'Nationwide Autocentres have been working with Renew since the middle of 2009. We have found the experience to be professional and productive. With their understanding of the car insurance marketplace, we are confident of success.'

**HASTINGS DIRECT** - "Our partnership with Renew has allowed us to meet more of our customers' needs and has given us a valuable revenue stream."

**Keylocator** - "Having worked with Renew since its creation, we have formed a strong working relationship. We are very pleased with the service that they offer."



# Next Steps

Easy to set up and test:

**Step 1** agree required FSA status & then we take care of the details

**Step 2** agree terms and type of arrangement

**Step 3** commence operations



# Technical Appendices



# Quote Form Features

## Quote and buy features include: Dynamically driven question sets to minimise user input

- Automatic display of help text when a user edits a field
- DVLA vehicle registration lookup to identify the correct make and model
- Automatic lookup of factory fitted car immobiliser to ensure maximum security discounts given
- Address lookup from Postcode to limit user input
- Easy to use search methods including mapping of common user errors e.g. Employers business maps “Tesco” provides “Supermarket”
- Progress bar to highlight the shortness of the forms
- Aggregator style quote results to show a range of prices and policy benefits allowing users to make informed purchases
- Immediate cover with payment in full or instalment options
- Simple recall quote login using email address with an immediate buy process without having to revisit the quotes forms
- Our home insurance quote form is a single page making it quick for the user to complete

# Technical Information

**Our website runs on high performance dedicated servers managed by “The world’s leader in hosting” providing us with:**

- 100% network uptime guaranteed
- UK hosting with high performance bandwidth ensuring the fastest possible user download speed
- Dedicated Cisco firewall for complete security

## **Website software development is:**

Undertaken by our permanent in-house team of trained programmers specialising in the insurance sector ensuring full understanding as well as excellent production speeds

- Coded in ASP.NET 3.5 and AJAX allowing optimum website design and programming for speed and usability
- Industry standard compliant and uses XML/SOAP via SSL connections to ensure exceptional transaction speeds whilst maintaining data security
- Tested by specialist external consultants before product release to triple check accuracy and reliability

**Our back office system uses a HP Integrity high-end server which has been specified to cater for rapid expansion over the next 5+ years**

