

Greenlight Insurance Services – Case Study

“We now have a deeper understanding of the market and customer base, enabling us to make better informed decisions. Machine learning has helped us do that.”

Tony Fehily, Managing Director of Greenlight

Over the last eight years, Greenlight Insurance Services (Greenlight) has worked with Open GI (OGI) as its preferred technology partner. The partnership has grown to become a strong collaborative duo, with Greenlight going live on OGI's latest broking platform, Mobius, in 2022.

Cars are the heart and soul of Greenlight

Founded in 1996 by Managing Director, Tony Fehily, the specialist car insurance broker is like no other. Offering cover, service, and technical knowledge for a wide range of cherished and modified cars, all the team at Greenlight are themselves car enthusiasts, as well as qualified insurance professionals. Cars are, quite simply, the heart and soul of Greenlight.

Greenlight prides itself on delivering a personal customer experience to its customers. Over the last 18 months, the broker has used a range of innovative techniques to help build its brand in the market. One of these included great success with social media, which saw video hits accelerate to over 1,000,000. This is a broker who has built a solid foundation of customer loyalty – and at the same time used the power of technology to grow.

Machine learning enriched our pricing strategies

“With 13,500 customers, managed on an individual, bespoke basis, a lot of labour-intensive work goes into maintaining those valuable relationships. But a number of OGI's solutions have alleviated processes and time-consuming tasks.”

“Early into our relationship with OGI we were introduced to their machine learning specialists, **Machine Learning Programs**, to analyse our data at *point of quote*. The information that has been provided to us has meant we can be *even more* sophisticated with our pricing. We now have a deeper understanding of the market and customer base, enabling us to make better informed decisions. Machine learning has helped us do that.

“I find it inspiring how technology and data can really help move us forward.”

For information about this story please get in touch, we'd be happy to share more.

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