



## Company Profile

**Company Name:** Commercial Vehicle Direct (part of Group Direct)

**GWP:** £35m

**Number of Staff:** 170

**Company Contact:** Graham Powell, Managing Director,  
Commercial Vehicle Direct

**Business Focus:** Specialist broking service for  
commercial vehicle insurance



**Graham Powell,**  
Managing Director, Commercial Vehicle Direct

**The Issue:** To enhance business effectiveness, in particular focusing on developing prospect capture from the internet.

## CVD and Open GI

**Years with Open GI:** 6+

**Open GI Solution:** Open GI Linux based platform, TruckWriter quotation engine, IN-Stream and Advanced Prospect Management (APM), Creditline and BACS software

## CVD's Objectives:

In the six plus years that CVD has used Open GI, the business has grown from a 6-man operation to become the UK's largest commercial vehicle specialist. Having the right technology in place to support rapid expansion has been crucial to their success.

With more new players keen to capitalise on what is a solid market for commercial vehicle insurance, the need to maximise service and increase efficiencies is all the more paramount.

Graham Powell, Managing Director, explains: "At CVD we are always coming up with new ways to improve service and add value for over 80,000 policy holders. The Open GI system has provided a solid and functionally rich platform with the capacity to support a growth in users and the widest range of solutions.

"With 1,800 calls on average coming into the business every day, the choice of system is vital. The TruckWriter quotation engine, for example, not only gives us access to the latest full cycle EDI insurer products, but the ability to make bespoke changes, which have improved workflow."

## The Open GI Solution:

The Open GI solution at CVD is typical of many larger call centre brokers, being based on the powerful Linux server platform, along with Open GI's robust and reliable Back-Office and Front-Office applications.

CVD and Open GI have worked closely together to develop the system so that it meets CVD's individual requirements. This has significantly reduced the time taken to place business on cover, with average processing time decreasing from 15 minutes to 9 minutes.

The Open GI Creditline technology that CVD uses for credit card payments has made processing paperless. The software creates an interface between the Back-Office and Retail Logic so that the relevant client / credit card information is available in a format that can be processed with the credit card companies. With a total of 84,000 policies sold in 2005, almost all via credit card, this has had major benefits.

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**Graham Powell, Managing Director  
Commercial Vehicle Direct**

## CVD and e-Commerce:

Handling enquiries over the web outside of core hours is a key area for CVD. With Open GI's IN-Stream software, customers input their details into the company's website and they are then exported into the Open GI Prospect database for follow up. The site is also being developed to allow customers to process renewals online.

Graham Powell said: "Our customers are small businessmen out on the road who tend to catch up with paperwork in the evenings and weekends. With IN-Stream they log their details and we call them back with an instant quote using information held within the Open GI system.

"We've debated going a step further and offering online quotes, but we believe that our strength is service. Selling on the web can take away the personal touch that our clients want and value. Also the online conversion rate is perhaps not as high."

The company is already seeing the benefits of e-trading with over a third of clients starting their business with CVD over the web.

## Tangible results:

- Joint Open GI / CVD developments have reduced the average time taken to place business on cover from 15 minutes to 9 minutes.
- Open GI Creditline software makes credit card processing paperless.
- Online renewals give the business extra capacity to handle more calls.
- The ability to capture web enquiries via Open GI's IN-Stream software has accelerated growth of a new distribution channel for CVD.

## The Future:

CVD is a business that doesn't stand still. Graham Powell believes that technology will drive future growth. He said: "The Open GI system is core to our business. It's how we trade.

"The CV market is highly competitive. By continually updating our system and investing in Open GI's latest new developments, we have been able to make the productivity gains and process improvements we need to compete and expand into new areas. Their recently launched new products including the new user interface, Open-i, and enhanced document creation software will also have a positive impact on our business.

"The next few years are certainly going to be busy for CVD!"

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