

# A Lindenhouse Case Study

**Insure & Go**  
Southend, Essex



**Insure & Go** is one of Britain's fastest growing companies. It earned a place in the top quartile of the Sunday Times Virgin Atlantic Fastrack 100 listing by achieving £70m annual turnover just six years after managing director Perry Wilson set it up. Selling more than two million policies a year, the company is a travel insurance specialist, also offering competitive motor, household and laptop cover.

When established in 2000, Insure & Go had three staff selling travel insurance by telephone. Its strategy was, and still is, to provide convenient high-value travel cover at the lowest possible premiums. The timing was perfect, as sales were soon being fuelled by a new breed of traveller who would arrange their own budget flights and insurance cover through the internet. Consequently, Insure & Go soon outgrew its premises as both telephone and internet sales mushroomed.

Perry Wilson recognised early on that technological innovation within his business needed to match worldwide trends. Yes, a brilliantly designed and promoted website was fundamental to future success, but this had to be backed by the capacity to deliver the quality insurance products and services that were so much in demand. As the workforce grew from three to 300 and was relocated from two sites to Insure & Go's current premises in Southend, Essex, systems were developed to manage the huge workload.

**"Although up to 70% of our business has for some while been coming in through our [www.insureandgo.com](http://www.insureandgo.com) website, the operation was still generating huge quantities of paperwork," Perry Wilson recalls. "The claims side in particular was accumulating millions of documents that needed to be kept for several years. We handle about 100,000 claims annually and each of these typically generates about 15 pieces of paper, often more for motor claims.**

**"We took legal and insurance industry advice on whether we could be permitted to scan all claims documents, return birth certificates and such like to the insured party, and destroy the rest after three months. This, we figured, would eliminate an almost unmanageable mountain of paper. Given the green light, we looked at two or three different options for scanning all our documents and operating an associated document management system.**

**"Only Lindenhouse seemed to grasp the magnitude of the challenge posed by an expanding business of our size. Other providers did not seem to appreciate the scale of the operation or convince us that they could go way beyond the**

**provision of scanning equipment. We needed a fully-fledged document management system with all the software to make it work in harmony with our existing IT systems. Lindenhouse demonstrably had the knowledge to help us understand the processes, plus the development and technical skills to deliver a seamlessly integrated solution."**

When the Lindenhouse team first visited the Insure & Go premises in 2005, they found a business that was unmistakably driven by technology. From the fingerprint recognition entry and automated post handling equipment through to Misys and Liberty IT systems, the operation displayed an enlightened appreciation of the role of technology. Discussions led to the specification of an Invu system tailored to meet current needs and provide for the future requirements of the burgeoning Insure & Go business.

Installation by Lindenhouse began in September 2005. Its team worked with Insure & Go's staff to fine-tune the Invu system to ensure that it met the specific needs of the business. Jointly they developed methodology for the efficient scanning of non-standard documents, even down to the tiny till receipts that accompany some insurance claims. By February 2006 the complete Invu system and associated Kodak units were in place and operating to the client's satisfaction, with key Insure & Go staff fully trained in their correct use.

**"In a project of this complexity, you have to expect some teething troubles," Perry Wilson adds. "There were some issues to iron out during installation and trialling as both teams sought to ensure that all our reasonable expectations of the system would be delivered. The system has now been up and running for six months and I can say that we are glad that we chose the Invu option and selected Lindenhouse as the installer. They liaised as necessary with our other software providers and also delivered excellent training for our staff, who have adapted well to the system, just as I would have expected.**

**"The operational benefits have already started to come through. Firstly, we have been able to eliminate 40 large filing cabinets in the claims area to provide space for some additional personnel. Secondly, the efficiency of the Invu system has meant that a number of staff previously engaged on file storage and retrieval work can now be deployed more productively. Thirdly, as head of the company I can rest assured that all essential documents are scanned, stored and backed-up on a daily basis, allowing me to focus on giving our customers what they want and continuing to grow the business."**

## About Lindenhouse

Lindenhouse provides quality IT products and services to a wide range of clients. The company is focused on document management solution provision and develops bespoke software to provide integration to all insurance and financial services back-office systems and to practice management systems in both the Accountancy and Legal sectors. Lindenhouse have installed 1700 document management systems to date and are rightly proud that it retains 95% of its support contracts – a testimony to the dedication and professionalism of the company's technical staff and help desk.

For more information, please contact Mark Woolley at Lindenhouse.

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