

Seamless Intergration Of Sales Channels Reduces Insurance Brokers Overheads

By Mark

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Misoft Insurance software bridges the gap between traditional call centre, retail insurance sales and the internet.

Working with clients and leading insurers including AXA, Norwich Union, Fortis and AIG the technology team at Misoft have developed software systems deigned to meet the needs and challenge of the global insurance market. Misoft provide a suite of software solution based around their unique "Scheme Developer tool" for insurance companies, underwriting agencies and insurance brokers; enabling seamless transacting of insurance business both on and off line.

At the heart of the Misoft system is the "Scheme Development Tool" which enables Misoft (<http://www.misoft.co.uk>) to deploy insurance schemes for almost any requirement in days across all on and off line sales channels without the need for any additional staff system training.

The philosophy behind the Misoft system is to use robust and proven technologies to improve business productivity and sales. By using a Windows based graphical user interface users can quickly optimise the system to their needs with the minimum of training. Online sales are maximised with a dynamic question set which provides client website visitors with fast accurate quotations in seconds improving online sales conversion.

Meeting regulator needs of insurance sales; customer enquiries are handled automatically in the background with quotations, payments, document production, accounting and administration automation keeping the cost per transaction to a minimum. A powerful diary system integrated with real-time website data capture enables outbound sales teams to maximise sales.

Continuous development with clients over the past eight years has seen the flexible architecture of the Misoft system provide robust, stable and expandable IT solutions that enable clients to meet their potential and react to market opportunities quickly.

In built management reporting systems enable managers to obtain full reports by product, sales channel, sales team or staff member without the time and expense of exporting data to third party reporting software or making requests to IT departments. Combined with a search engine friendly website, the content management system allows clients with the minimum of training to maintain that all important, up to date, branded, web presence in house.

The commercial insurance market has over 3500 brokers up and down the UK providing products as diverse as landlords property insurance to liability and event insurance. Although some broker provide a quotation online they do not link to their back office requirements to produce documentation or administration of the clients policy.

The information requirements to produce a quotation differ for many insurers, this requirement has been built into the scheme development tool of the Misoft system allowing all insurers to participate in using the system to transact business directly to the public or the insurance broker market.

Misoft use Microsoft technologies to provide the commercial and niche insurance product specialist with a cost effective means of conducting business online. Online comparison and quotation of motor and home

insurance has become commonplace. The Misoft suite of products uniquely allows commercial and niche insurance product providers to utilise the sales potential and reduced administrative costs of the internet previously only available for motor and home insurance.

Misoft software is based in the UK
Company website <http://www.misoft.co.uk>

Category Insurance, Technology, Internet
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Email [Click to email author](#)
Phone 0845 224 06 18
City/Town Rugby
State/Province Warwickshire
Country United Kingdom