

# Far from standard

Plum  
UNDERWRITING

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Insurance  
Times

Plum rated  
UK's N<sup>o</sup>.1 MGA

Insurance  
Times  
Broker  
Service  
Survey 2017/18

Top 5 slot  
for Plum

## Plum Underwriting tops the rankings as the best performing MGA

At the end of 2017, the Insurance Times carried out a survey of broker's attitude towards MGA's across the UK and we are delighted to have been **rated UK's Number 1 MGA** having finished top of the rankings.

The survey featured a variety of questions and brokers were asked to rate across nine service areas, underwriting performance, technology & digital innovation, coverage & capacity strength, relationship handling, policy – value & clarity, accessibility to decision makers, claims processing/handling, policy documentation and product innovation. Of these 9 service areas, Plum finished in top position in 4 of them, and were runner up in the other 5.

A big thank you to all those who took the time to rate us in the survey – they play an important part in shaping the service we provide to you.

**Mahben Quddus**  
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Welcome to the latest edition of *Far from standard*. I'm pleased to be able to reflect back on the successes of 2017 and give you a flavour of what 2018 has to offer.

Last year saw a host of new product developments, stand out performances in surveys and awards and the launch of a brand new underwriting and service centre.

In April, we launched the first Home Cyber cover available to private individuals in the UK. Embedded automatically in our MNW and HNW policies, this initiative has received excellent feedback from our broker partners.



June saw us release another three of our products into the Republic of Ireland, so alongside our flagship non standard and building works policies, Irish brokers can now place MNW, HNW and dedicated Unoccupied home risks with us at Plum. We're committed to ensuring all of our products are available in Ireland, so look out for further developments this year.

In the UK we are about to add 'Overseas Retreat' to our product

range, catering for UK owned holiday homes in France, Spain, Italy and Portugal.

We recently opened a new underwriting and service centre in Basildon, Essex. This hub brings together teams across the business previously based in offices in Brentwood, Southend and Sudbury. The new centre is our focal point for expansion and will help ensure we are a joined up business delivering consistently excellent service whilst maintaining the same core values.

The service we deliver to our brokers is a key measure of success for us at Plum so we're pleased to have again this year been rated as one of the UK's top 5 personal lines insurers by the Insurance Times. We are particularly thrilled with the progress that has been made in the key area of claims, more about this overleaf.

Furthermore, we are delighted to have been voted #1 MGA in the UK by brokers in a recent Insurance Times Survey. I would like to thank our staff, partners, suppliers and brokers for helping us to achieve this ranking in a highly competitive MGA environment.

I hope you enjoy reading this issue of *Far from standard*.

**David Whitaker**  
Managing  
Director

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**Product News**

# A year of new and innovative products delivered to our broker partners in both the UK and Ireland

2017 was a busy, but exciting year for Plum as we marked an important milestone in personal lines insurance by launching the first ever domestic Home Cyber insurance cover, which was embedded within our High and Mid-Net Worth products, Premier and Amethyst.

Plum's Home Cyber covers a range of system, online crime / fraud and liability exposures. These include losses resulting from damage to home computer systems, identity theft, telephone hacking, cyber ransom and the costs relating to social media defamation and product disparagement claims. Cover also provides access to specific support services including representation and advice by legal professionals, public relations guidance and advice, identity theft resolution services, IT forensic specialists, data restoration support and a specialist 24 hour claims helpline.

In addition to this, Plum also made its Unoccupied, Premier and revamped Amethyst products available to its broker partners in the Ireland through its online portal.

Plum remains focussed on making sure its broker partners have access to a wide range of products through various channels to meet the needs of their clients, and the launch of Home Cyber shows our commitment to remain the MGA of choice for specialist and non-standard home insurance solutions. We're not stopping there either as we will continue to develop more products for the UK and ROI market.

**Nicky Whatman**  
**Product Development Manager**  
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We will be shortly launching a dedicated holiday home product for homes located overseas and will be initially available to our UK broker partners.



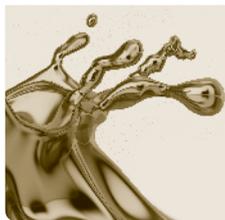
- Cover will be offered to properties situated in France, Spain, Italy and Portugal.
- Cover will be based on the Retreat UK wording and be tailored specifically for overseas homes.

Watch out for more information in the coming weeks...

## OVERSEAS RETREAT

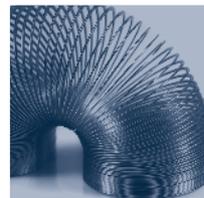


## Our Product Range



**PREMIER**  
**All Risks High Net Worth Home (UK & ROI)**

- Designed for high net worth clients with contents valued at more than £€150,000.
- A fast, efficient Private Client claims service.
- Including Home Cyber cover.



**FLEX / eFLEX\***  
**Non Standard Home (UK & ROI)**

- Designed for non standard home insurance risks.
- Our experienced underwriters are able to offer terms on a whole range of non standard risks that other insurers are unable to help with.



**AMETHYST**  
**All Risks Mid Net Worth Home (UK & ROI)**

- Designed for mid net worth clients with contents valued at more than £€75,000.
- Flexible underwriting appetite, few limitations and high policy limits.
- Including Home Cyber cover.



**UNOCCUPIED**  
**Unoccupied Residential Homes (UK & ROI)**

- Designed for vacant residential homes.
- Can insure both the buildings and contents from a choice of three levels of cover (from basic to full perils) and is available on short term policy periods.



**HOMWORKS**  
**Residential Building Works (UK & ROI)**

- One single, seamless policy for the existing structure, the contract works, the home contents and the homeowner's liability exposure.



**LET / eLET\***  
**Landlords Home (UK only)**

- Covers everyday let homes and a wide range of tenancy types, as well as providing a solution for brokers finding it difficult to place or renew their clients let home insurance.



**PROPERTYWORKS**  
**Commercial Building Works (UK only)**

- Dedicated insurance policy for commercial property owners renovating, refurbishing and extending their commercial properties in the UK.



**RETREAT**  
**Holiday Homes (UK only)**

- Flexible underwriting for non standard risks including either private/second homes or let on a short term basis.

\*eFLEX/eLET available on software houses in the UK only.

# CLAIMS

## focus

Nobody wants to receive a claim as it means one of our customers has sustained a loss which at best will be an inconvenience and at worst will be a stressful and major disturbance to them and their family. It is at this point they need support and guidance from our professional claims handlers.

To reinforce our commitment to exceptional claims service, over the last twelve months through our dedicated claims partners we have increased the number of full time claims handlers to twenty six.

We have also introduced a number of new suppliers to streamline our claim life cycle. These include:



### Revival

Immediate onsite response for flood, fire and escape of water.

### Value Checkers

### Value checkers

Repair of phones, I-pads and laptops enabling the recovery of cherished memories.



### I-Cog

Cognitive upfront claims verification calls, negating the need for adjuster appointment and thus reducing settlement times.



### Evoque

Actively working with insurers to reduce losses through the refurbishment and sale of salvage items.



### Acumen

Access to over 150 approved contractors across the UK, to provide a faster, economic solution to building repairs.

To build on these key developments in 2018 we are looking to introduce a claims app. This will allow our for customers to submit photos and videos at the point of notification to reduce the need for onsite intervention, speed up claim verification and substantially reduce the time for settlements to be concluded.

We care about our customers and the claims service we provide, and as such are delighted to be voted the top claims handlers/providers in the recent Insurance Times MGA survey.

### Colin Herrington Head of Claims

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## 2018 Events

Taking a more personal approach is our preferred way of doing business and industry exhibitions are now an important part of our development strategy.



They provide an invaluable opportunity to meet with brokers, see old friends, start new relationships, shake hands on a number of new schemes and facilities and also establish some new and exciting opportunities.

Last year we exhibited at both BIBA and Broker Expo and hopefully many of you will have taken the opportunity to attend these key industry events and perhaps find your way to the Plum stand.

Suffice to say that we are already looking forward to and planning for more events again this year.



The BIBA Conference & Exhibition will again be taking place at Manchester Central on Wednesday 16th and Thursday 17th May 2018.

We'll be sending out invitations for you to come and see us at these and other events nearer the time so please keep a look out for our e-shots.

If you haven't already done so already, please send us your email address to [bus.dev@plum-underwriting.com](mailto:bus.dev@plum-underwriting.com) so we can make sure that you receive all the latest Plum news and announcements.

## Quiz Night

2017 saw the return of the Plum Quiz night and a record broker attendance.

Billed as an evening of food, drink and fun, the quiz certainly ticked all the boxes. By the end of a highly enjoyable and also dramatic night the team from Aston Scott became our 2017 champions.

## Events

### BIBA Manchester

Our drinks reception at BIBA proved equally as popular, with many brokers taking the opportunity to join us at our stand for a chat over drinks and nibbles.

### Golf Day

The inaugural Plum Golf Day took place in September and we were joined by brokers, underwriters and claims handlers from across the UK and Ireland.

Held at the prestigious 'The Shire' in north London, 5 teams battled through 18 often rain soaked holes, all competing for a number of prizes that were up for grabs.

Keith Lovell (Arun Estates) took home the Kris Lee trophy (named after Plum's second best golfer) as our overall winner with Graham McElhinney (JLT Ireland) and Aaron Metz (Marsh Networks) taking the honours for the the longest drive and nearest the pin competitions.

As for the winning team, that was lead by our very own Colin Herrington (Plum's Head of Claims) but with his team mates Cheryl Daniels (Stackhouse Poland) and Tom Paddison (Canopus) providing the points.

Thank you to everyone who took time out of their busy schedules to join us at these and our sporting lunch events over 2017.

Please keep an eye out for updates about upcoming events for 2018.



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## Spotlight: New Regional Development Managers

### Building new and maintaining close relationships with brokers remains a key part of our strategy in 2018.

We were therefore delighted to introduce brokers to Plum's new Regional Development Managers - Stuart Seager and Peter Bignell – working with Steve Bishop, Head of Business Development.

Stuart and Peter are there to provide brokers with a more personal level of support so despite being out and about in your offices most of the working week, we managed to tie Peter down long enough to find out a bit more about him.

#### Tell us about your career in Insurance?

I started by working for with a broker based in Cambridgeshire before deciding my skills were more suited to underwriting. I then moved to Ecclesiastical to get exposure to commercial insurance. I have also spent time at Ageas and Aviva working as a Development Underwriter and also worked within the sales and distribution arena over the years to broaden my skills set.

#### Not that it exists but what is the nearest you get to a typical working week at Plum?

My target every week is to spend as much time as possible meeting with brokers face to face. That is not just with existing Plum brokers but also unearthing new relationships. I like to work with brokers that share common values with Plum to work in partnership and those who actively target the more difficult household exposures, which is where Plum demonstrate their value.



#### What do you see as the biggest challenges for brokers in 2018?

I think the main challenge for brokers will be competing against the direct brands and changing consumer attitude, e.g. a lot of policyholders now shop annually to find cheaper insurance and price is their main focus. Brokers therefore need to demonstrate their added value. Plum are ideally placed to help brokers provide clients with insurance solutions for household risks where standard products are not an option.

#### What do you get up to when you do get some free time?

I play Badminton but not as much as I use too to but as well as a hectic work life, I also have my hands full helping out my wife at home looking after our two young boys. I also love my football despite supporting Manchester United.

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