

Case Study

Providing the best sourcing technology to the UK's largest service provider

SimplyBiz is the UK's largest provider of regulatory and business support to the retail financial services market with well over 3000 member firms.

SimplyBiz provides support across different sectors including protection, seeking to help firms stay compliant, increase profitability and ensure consumers are appropriately insured.

iPipeline exists to dramatically improve the planning, selling and servicing of financial products through delivering innovative solutions that simplify, transform, and connect the industry.



The Challenge

As a result of Consumer Duty, SimplyBiz recognised that protection would come under additional scrutiny by the regulator. Some of SimplyBiz's thousands of member firms had no access to a protection quoting engine, while others used a combination of platforms.

SimplyBiz were keen to continue providing a first class offering to their members, across the Whole of Market, while also streamlining processes and evidencing the sourcing of high-quality and suitable protection products not just based on price.



The Solution

SimplyBiz quickly came to the conclusion that iPipeline's SolutionBuilder portal was the best in class for advisers writing protection. Already having a successful, long-term partnership, SimplyBiz were aware of SolutionBuilder being the most widely used protection portal in the UK, being integrated with the vast majority of CRM systems.

SimplyBiz are champions of protection and as such, SolutionBuilder's ability to make multi-benefit quoting more efficient also stood out as it would allow for more comprehensive cover for consumers. Finally, SolutionBuilder has in-built reports that advisers can access for free. The free risk report allows clear communication to the consumer, enabling a higher conversion rate, while the Product Features Report and CI Expert integration encourage advisers to easily compare value as well as price.

The Result

As a result, SimplyBiz has:

- Rolled out SolutionBuilder to nearly 1,000 members
- Provided their members with a best-in-class solution at a highly discounted rate
- Allowed members to source across the full SimplyBiz provider panel
- Increased client conversion rate by 8.8% since launch
- Protected clients more comprehensively than average in the UK
- Seen a 77% increase in Income Protection applications
- Reduced the number of applications to the cheapest products to a level now significantly below the UK market average
- Provided advisers a portal that aids them to evidence research and clearly communicate risk to clients

SolutionBuilder has provided SimplyBiz members with a portal that will increase the sales of protection policies, improve client engagement and enhance the sourcing of high-quality suitable products.

“Both SimplyBiz and iPipeline have long been staunch advocates of protection. Our collaboration to offer an enhanced SolutionBuilder proposition to our members was a natural progression, and it has been gratifying to witness the enthusiastic uptake by our members.

The feedback has been overwhelmingly positive. While there are numerous challenges in writing protection, SolutionBuilder effectively addresses many of them. Particularly rewarding has been the notable improvement in quality since the inception of our partnership with iPipeline in June 2023.”

- **Emma Vaughan**, Head of Protection & Health Solutions