



NEWS RELEASE

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RDT LAUNCHES NEW CRM SYSTEM TO ENHANCE INSURER/BROKER RELATIONSHIPS

Insurance administration solutions provider RDT launches Landscape.CRM, an innovative technology solution that allows insurers to enhance relationships with their brokers and so deliver higher levels of profitability for both parties.

Landscape.CRM is a customer relationship management (CRM) solution that provides the tools and capabilities needed for an insurer to create and maintain a clear picture of its broker portfolio, from first contact right through initial trading and post-sales. This is a significant and progressive step for insurers, who have historically had to manage broker details across several line-of-business IT systems within their organisations, with very little integration to create a single view of broker relationships and individual broker performance indicators.

Based on Microsoft Dynamics CRM, Landscape.CRM incorporates sales, marketing, statistics and customer service modules to deliver a fast, flexible and affordable solution that enhances relationships between insurers and their broker partners. RDT's chief executive Mark Bates explains: "Insurers can use Landscape.CRM to build a clear picture of their highest performing relationships, assess the scope for increasing volumes with these particular brokers and then create marketing campaigns to target and support those brokers, as well as measure the effectiveness of each campaign."

Insurers can also utilise Landscape.CRM to enhance general administration with their brokers across the board, by managing contracts, documenting requests and recording

all correspondence – be it email, phone or letter. And because Landscape.CRM is based on Microsoft CRM v4.0, users can create workflows and reports without technical support, using wizard based tools that are familiar and easy to use.

KGM Motor Insurance, a specialist provider of motor insurance products to niche markets, has already rolled out Landscape.NET insurance system. Mark Allen, Chief Information Officer, comments: "Our relationships with our brokers are at the heart of our business. We are excited about a solution designed to help us get even closer to our broker partners. Adopting Landscape.CRM will further improve the service we deliver and realise bottom line benefits to both parties. We are confident that it will allow us to build a coherent and comprehensive databank of vital information, as well as help us to develop creative campaigns that will resonate with specific target groups. We anticipate that the pilot programme and subsequent implementation of Landscape.CRM will deliver significant business benefits."

To find out more about Landscape.CRM or to request a demonstration of this innovative solution, please contact RDT on 01732 220010.

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Editor's Notes

About RDT

Founded in 1992, RDT has a wealth of experience in developing new automated administration solutions for the insurance market, commencing with a Unix-based general insurance system for a Lloyd's motor syndicate followed by the first UK on-line website with real time credit card transactions in 1995. RDT's core insurance administration solution has since evolved in line with the dynamics of the insurance market and is now branded Landscape.

Developed on the .NET platform, Landscape is a complete end to end insurance administration system which automates back office administrative processes, reducing customer service turnaround time and supporting all business operations from product design, rating, through to policy issue, claims and billing. Complete support for full cycle EDI and bordereaux import/export are also available. The solution supports both personal and commercial lines of business and is able to accommodate multiple currencies. With its Landscape suite of products RDT is well placed to meet the needs of innovative insurance carriers looking for a variety of electronic placement methods and a desire to utilise the Internet to full advantage. RDT works with a range of leading insurers including Carraig, Equity, Highway, KGM, Provident, Sterling and Towergate. www.rdt.co.uk

About KGM Insurance

Established in 1957, KGM Insurance is a specialist provider of motor insurance products to niche markets including private car, modern and classic motorcycles, specialist vehicles including classic car, commercial vehicles, fleet policies, and public and private hire vehicles.

KGM Underwriting Agencies Limited manages KGM Motor Insurance, Lloyd's syndicate 0260.

www.kgminsurance.co.uk

For further information, please contact:

Nicky Godfrey

Peak Marketing & Communication Services

0845 056 0534

nickygodfrey@peak-marketing.co.uk.