

InsuranceAge

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Commercial Lines Broker of the Year



Centor Insurance & Risk Management

► **Shortlisted**

Arthur J. Gallagher
Centor Insurance & Risk Management
Inspire Insurance Services
Stackhouse Poland - Highly commended



From left to right: Host Stephen K Amos with Richard Grainger, broking director at Centor Insurance & Risk Management, and Darren Weekes, broker sales manager at Das

Judges praise initiatives that helped Centor Insurance & Risk Management "smash" its targets

Centor Insurance & Risk Management was named Commercial Lines Broker of the Year 2013, having dedicated itself to a program of delivering growth through a quality driven service offering.

The business achieved this through a number of initiatives.

Firstly, the broker adopted a client intimacy strategy, which meant offering a "competent, consistent and above all caring service" to all customers. The success of this approach is reflected in Centor's client retention rate, which has remained steadfast at a whisker away from 100% - something the broker describes as "testament to the trust our clients retain in our service".

This level of service can only be delivered through highly trained and motivated employees, and the broker's dedication to training and development has already been recognised, with its programmes being awarded gold standard by Investors in People.

As well as providing staff with the knowledge and expertise to deal with a wide variety of risks, each team member is

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competency tested annually and expected to maintain above 85% scores in all classes of insurance handled. Furthermore, all members of staff either currently hold, or are working towards, Cert CII or above.

JUDGES COMMENTS

- "Excellent entry - substantial testimonials. A business with a strategic vision that knows what it's doing."
- "A strong contender this year."
- "With a powerful performance Centor deserves to win at the awards again."

In terms of generating new business, Centor went down the route of fostering strategic partnerships with other professional service firms. Recommendation programmes have enabled the broker to grow year-on-year without resorting to methods such as telemarketing.

The company has also had success through networking in its local area, developing personal relationships with many leading local business people. The business states that it has "found that the UK's developing 'Silicon Valley', located in and around the Old Street area of London, has been a very successful territory for us" - because many rapidly expanding and innovative businesses enjoy dealing with a professional adviser situated on their doorstep.

And the outcome of all these undertakings? In their submission, Centor summed it up quite nicely: "These exciting initiatives have helped us smash our new business targets for the current financial year." Ahead of budget and with renewal income on the increase the judges certainly agreed in awarding Centor the prize. ■