

LONDON INSURERS MONITOR

The leading independent report on corporate reputation and underwriting performance in the London Insurance Market



GRACECHURCH



London Insurers Monitor

Launched in 2001, The London Insurers Monitor provides essential input for London carriers' business development planning, market positioning, service development and strategy-setting.



What's the purpose of the London Insurers Monitor?

To analyse the performance and perceptions of carriers and detail their strengths, weaknesses and business winning capability.

How does it work?



Gracechurch has the largest independent database of specialist placing and producing brokers, we survey a representatative sample of these specialists regarding their opinion on the service, reputation and credibility of 20+ carriers and their teams.

Why is it important to monitor your underwriting service?



In an ever-changing market, so too are broker and client needs; the London Insurers Monitor provides objective and detailed class-by-class analysis of your service performance reputation against the competition. From this we provide recommendations on how to improve.

We work closely with the carriers challenging preconceptions and advising on the actions they need to take to improve broker service and better communicate risk appetite.

At a glance

The evidence presented in the London Insurers Monitor is unbiased and independent so you can trust our recommendations. We report regularly and in detail so you can monitor your performance in real-time.

The stats for the London Insurers Monitor per year:



400

Respondents



20+

Benchmarkable
data points



2

Reports per annum



4

Focus groups

Key Measures & Data Evidence

for the London Insurers Monitor:



Net Promoter Score

Analysis of performance against the named competition on NPS, highlighting areas of strength and weakness and reasons.



Market share trends and shortlisting

Detailed class analysis against the competition on usage (share) and likelihood of being shortlisted for quality new business.



Reputation

Brand performance against the competition and over time.



Service ratings

Measures insurers' underwriting service performance class-by-class on key attributes including relationships, risk appetite, availability, customer-focus and flexibility.



London's Leading Underwriters

The London's Leading Underwriters Report is released annually and lists the underwriters who are voted as market leaders by fellow underwriters and by brokers.

What is the benefit of being mentioned in the LLU?



The London's Leading Underwriters Report gives leading insurers the opportunity to independently evidence their market standing and team success.



London's Leading Brokers

The London's Leading Brokers Report is released annually and shows top-ranked individual brokers in the key classes of business and the bench strength of the broking houses.

Why is it of interest?

Our Clients get a first look at the leading brokers nominated in our studies, giving you a competitive edge and data-backed understanding of who to collaborate with.



The Package

With the London Insurers Monitor you receive:

- Market benchmarks
 - Underwriting reputation
 - Underwriting service satisfaction
- Detailed performance
 - Key drivers of underwriting service satisfaction
 - Service ratings
 - In depth bespoke analysis of performance and recommendations
- Market insights
 - First look at the annually produced London's Leading Underwriters and London's Leading Broker Reports

**Prove your service quality.
Build your brand.**

Interested?

Speak to a member of the Gracechurch team to discuss your requirements. We can tailor research and advisory packages that will get the measurable results you need.

Contact us



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