



PRESS RELEASE

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Provident Insurance fights back for the smaller broker

The growth of offshore broking telesales operations has put pressure on the smaller broker. Unable to open their doors 24/7 they have started to lose out on operations which spread these services across the world.

Provident Insurance has launched a new initiative that will help the smaller brokers fight back and capture some of the business that has moved away in recent years. *Mike Smith Sales Director for Provident Insurance said, "From talking to our smaller brokers, we found they simply cannot afford to open all hours but want to provide an excellent local service to their customers who are now used to 'on demand services' having most products available at the click of a button"*

In recent years the number of cars being bought online has increased. This facility enables the buyer to buy cars at all times through sites like Autotrader and ebay. This new way of purchasing has resulted in the need of gaining temporary insurance quickly to enable instant insured drive away facility.

Provident Insurance has worked closely with its broker partners and can now offer the market short term cover through its intermediaries. This new facility called Readycover, allows a client to log onto the brokers website and take out temporary cover on a 24/7 basis until the broker's office reopens.

The facility allows the broker to retrieve all short term policies taken online and convert these into annual policies if required. *Mike Smith continues "Readycover is a very simple cost effective online process available through the brokers' website which not only improves the service they can add to their client but also generates income to the smaller local brokers"*

Brokers wanting to find out more about this offering should register their interest on www.readycover.com for a full demonstration.

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For more information about Provident Insurance, please call Claire Bentley on 01422 331166 or email claire.bentley@providentinsurance.co.uk

Editors Notes:

Provident Insurance

Founded in 1966, and recently acquired by GMAC Provident Insurance provides competitive insurance protection for the motoring public. With over 40 years insurance experience, the company looks after the needs of around half a million policyholders and sells insurance products through more than 3000 intermediaries nationwide.

A pioneer in providing specialist policies for female drivers, also prominent in the provision of motor insurance policies for drivers of older cars and second cars, for small vans and for non-comprehensive insurance