



Insurance Industry Disrupted: Uinsure Launches Game-Changing Platform for Intermediaries and Customers

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Insurtech, Uinsure, has just unveiled a groundbreaking technology that is set to revolutionize the way insurance is bought and sold in the Intermediary market.

The new technology, Uinsure CX, allows firms and partners to automate insurance quotes and drive engagement and education of the need for insurance at key moments in the mortgage journey, such as application, offer, and exchange, with the ability to purchase insurance digitally.

Uinsure is now the first platform in the UK that can track an individual's mortgage progress and provide fully automated communications at key moments in the mortgage cycle. It also absorbs data such as mortgage circumstances, e.g. 'new build' or 'remortgage', to deliver dynamic, contextual content at the right time, and moment in which insurance becomes a need.

According to Martin Schultheiss, Group Managing Director of Uinsure, "In this digital era, consumers expect to be able to access insurance digitally. After 15 months of BETA testing and now with over 90,000 consumers in the UinsureCX journey, we've been able to demonstrate how over 60% of intermediary customers will buy digitally through our new technology, whether that's home movers, first-time buyers or remortgaging customers."

"We've invested over £3m in this new technology to help intermediaries capitalise on the huge opportunity they have. Every mortgage requires insurance and intermediary firms hold the unique data points that can identify exactly when insurance becomes a need for their clients – that's why Uinsure CX will be such a powerful tool for the market."

Lauren Bagley, Chief Partnership & Marketing Officer of Uinsure added, "For the first time ever, insurance has been intertwined into the mortgage journey, which will remove so much friction for clients and firms during the mortgage process and supports the industry challenge of creating more integrated homebuying and remortgaging experiences. This is truly game-changing for intermediary firms and we are excited to help intermediaries make GI more convenient and accessible to their clients. Get ready for a new era of insurance technology."