



British
Insurance
Brokers'
Association

FullCircl for **BIBA members**

FullCircl SmartBroker™ empowers commercial lines brokers with rich, contextualised company information on every business in the UK and Ireland and increases sales distribution capacity. By leveraging data-driven insights, brokers can identify new opportunities and build strong, long-term relationships that drive growth and revenue while assisting with regulatory compliance.



We've partnered with BIBA to provide an exclusive offer for BIBA members.

Special facility for **BIBA members**

- 25% discount off list price & attractive multi-seat bundles
- Dedicated account team
- CPD accredited broker specific training



- Full access to the FullCircl Academy
- Self-learning on the FullCircl Platform
- Help working with Small businesses
- Support with understanding financial accounts
- Guidance on identifying potential underinsurance within your portfolio



FullCircl SmartBroker™ is different, it doesn't just present you with static data, it gives you the 'why' factor – a legitimate reason to get in touch and build credibility.

Amanda Duffield

Sales Director & Client Management, WTW



FullCircl
SmartBroker™

FullCircl's **Customer Lifecycle Intelligence (CLI)** platform enables **brokers** to:

Prospect with precision

FullCircl SmartBroker™ holds company data on over 5m companies in the UK alone; our powerful filters allow you to narrow those companies down to a workable prospecting list. Harnessing structured and unstructured insights provides opportunities to engage, establish credibility, and create new leads with well-timed, relevant outreach that differentiates you from competitors and increases chances of securing that next meeting.

Data-driven insights to tailor outreach

Receive insights about key changes about your prospects and clients, such as management changes, award wins, contract wins & expansion or changes to their risk profile; allowing you to provide relevant support and guidance when they need it most. FullCircl also gives you access to key industry influencers, providing you with key market insights on changes in legislation, HSE activity and potential exposures that affect your client's business activities.

Prepare better underwriting submissions

Leveraging data-driven customer intelligence will ensure no knowledge gaps and that the submission process is aligned with customer needs and the requirements of tougher risk-averse underwriting conditions.

FullCircl SmartBroker™ can help, by providing access to key financial information; details of any previous adverse directorships (liquidations, bankruptcies etc.) and legal information, such as CCJs; combined with details of the corporate family tree, shareholdings, and people data, you can ensure you produce comprehensive, full, and detailed submissions every time.

Increase client retention

Don't get blindsided by significant changes to your client's business and risk portfolio at renewal. FullCircl SmartBroker™ flags potential issues and reasons to engage throughout the period of cover. Be alerted to changes in management; potential mergers and acquisitions; change of premises; relationship triggers, such as award wins; potential financial risks and opportunities.

Cultivate existing book of business

FullCircl's daily insights into your client's world are the perfect way to trigger the conversation about additional product lines. Upselling and cross-selling mean that not only are policies per account more profitable, but it fosters a stronger sense of trust, establishing the broker as an advisor rather than simply a service provider.

What are you waiting for?

Contact us today to get 25% off the BIBA Facility and learn more about how SmartBroker can help you achieve your goals.



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