

**Company:** Markerstudy

**Country:** UK

**Industry:** Insurance

**Profile:** Markerstudy Insurance Services Limited offers insurance products and complementary services, and is part of a group of highly innovative companies primarily associated with insurance brands.

Established in 2001 and employing around 3,500 staff in locations throughout the UK, the Group is proud of its track record as an appointed Investor in People Gold.

## Document Logistix helps Markerstudy with complex data migration following Co-op Insurance acquisition

The insurance sector is highly regulated which means effective business systems and data integrity are essential. The sector is also highly competitive which means accuracy and speed of service are essential to customer satisfaction and retention, and ultimately to profitability.

Acquiring the Co-op Insurance underwriting business raised significant challenges for Markerstudy surrounding data migration and system standardisation due to the two organisations' disparate claims and policy systems.

### Markerstudy acquires Co-op Insurance

Markerstudy Group completed its purchase of the Co-op Insurance underwriting business in December 2020 and commenced a 13-year partnership to provide home and motor insurance products under the Co-op brand.

For David Horne, Markerstudy Application Services Team Leader, the completion of the acquisition represented the conclusion of a complex exercise to ensure that Co-op's customer data could be integrated with Markerstudy's systems.

Co-op Insurance had historically used a mix of in-house and outsourced services as well as diverse claims and policy systems, so standardisation and data consolidation were essential to maintain an uninterrupted service and to ensure data integrity.



