



Acturis Partners with FullCircl to Deliver Next Generation Data Enrichment to the Insurance Market

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Acturis, the leading technology provider to the general insurance industry, has partnered with Customer Lifecycle Intelligence platform FullCircl to integrate its SmartBroker solution into the platform in order to deliver a rich, contextualised, and connected data solution for brokers, insurers, and MGAs.

The SmartBrokerAPI integration will provide next generation data enrichment to Acturis users proven to drive growth, improve decisioning, and enhance compliance.

Recent research has highlighted a persistent level of doubt when it comes to broker and insurer trust in data. This has significant knock-on impacts when tackling many of the biggest challenges facing the industry - onboarding speeds, underwriting accuracy, underinsurance, personalised customer journeys, risk and fraud reduction, and meeting compliance duties. By integrating FullCircl SmartBroker into the Acturis platform brokers and insurers can:

- Efficiently identify and win new customers
- Save time and pre-populate forms in Acturis with validated data
- Run screening and onboarding checks
- Enrich customer data to save time and improve underwriting submissions
- Improve in-life monitoring for personalised experiences, elevated renewal rates, and expanded upsell opportunities
- Improve customer outcomes and comply with the Consumer Duty

Speaking about the partnership Tony Goddard, CEO of Acturis commented: *“We’re always looking for new ways to enhance how our customers write more business and ensure the trading experience is accurate, efficient, and effective. Integrating with FullCircl is another opportunity for us to elevate our platform and connect the insights brokers need, when it matters most.”*

Andrew Yates, CEO and Co-Founder at FullCircl said: *“This integration has been driven by demand from our shared customer base. We’ve worked together to provide users with a connected solution that will provide meaningful opportunities to drive growth. We believe brokers, insurers and MGAs are better with data, and this integration makes data enrichment more accessible. We’re delighted to announce this partnership so quickly after the launch of our SmartBroker solution and exclusive facility for BIBA members. It’s an exciting time for us, and for our customers in the insurance sector.”*

Phil Barton CEO at Partners&, collaborators in the integration, expressed his excitement at the launch commenting: *“I am delighted to see the integration of Acturis and FullCircl being announced. As a partner of both firms, and a business committed to intelligent use of technology, we could see the natural synergy in this integration, and the potential added value for our business. I am pleased to have played a role in influencing the development of this valuable proposition for the broking community.”*

For more information about FullCircl SmartBroker + Acturis, customers can contact their FullCircl or Acturis account manager.