



# Connect™ generates a **10x uplift** in new business pipeline during lockdown

"FullCircl Connect™ combines our knowledge and know-how from sales, marketing, underwriting and risk and combines it with advanced data science and data intelligence to industrialise that know-how to deliver an enterprise-level solution."

Owen Thomas - Chief Sales Officer of Premium Credit



## WHO ARE PREMIUM CREDIT?

Premium Credit Ltd specialises in providing flexible premium finance plans for all types of business. Its goal is to always make doing business easy, and it has been quick to embrace the digital advantage in order to deliver streamlined and responsive access to its services to its customers. But Premium Credit Ltd wanted to do the same for its own people and broker partners.

In 2019 Premium Credit Ltd purchased FullCircl Engage™ in order to put sales intelligence in the hands of its people and its broker partners. Helping them find, nurture and grow their customer base via daily customer, sector, and market news alerts, company insights, firmographic data, and advanced prospecting functionality.



### The Customer

Premium Credit Ltd is UK and Ireland's leading premium finance provider.



### The Challenge

To help its people and its broker partners harness the power of data science to do more business, expand its reach, make faster decisions and help more customers.



### The Solution

FullCircl Connect™ – optimising broker and customer relationships and building trust with advanced customer lifecycle intelligence.



### The Benefits

10x pipeline uplift. Faster decision-making and automation of customer approvals. Underpinning underwriting methodology and score carding with data science.



FullCircl Connect™ is a vital component in the future of our business, and I'm really excited about the potential of our relationship with FullCircl going forward. FullCircl Connect™ is helping us improve our service, do more business and help more people.

Owen Thomas - Chief Sales Officer, Premium Credit

## RIGHT PLACE. RIGHT TIME. ALWAYS

In the space of just a year Premium Credit Ltd supercharged new business acquisition, optimised its broker and customer relationships via deeper insight and understanding, and boosted its position as the most trusted premium credit provider in the market.

All of which proved to be of vital importance in 2020 when the COVID-19 pandemic hit – Premium Credit Ltd was well placed to respond to the challenges facing both its own business, and those of its customers.

So when FullCircI approached Premium Credit Ltd with a new proposition that would help industrialise their know-how and automate customer approvals, Owen Thomas was quick to jump on the opportunity.



When times are hard cash flow is of vital importance, we were experiencing increased demand for our services and needed a way to scale and automate in order to meet that demand head-on. FullCircI Connect combines our knowledge and know-how from sales, marketing, underwriting and risk and combines it with advanced data science and data intelligence to industrialise that know-how to deliver an enterprise-level solution.

Owen Thomas - CSO, Premium Credit

## SUPERCHARGED KNOW-HOW

The launch of **FullCircI Connect™** provided Premium Credit Ltd and its broker partners with a fully customisable interface into which they could upload targeted lists of clients renewing in the next 90 days as well as key prospects, analyse their key financials at scale using advanced data science and AI, rapidly assess fit, and create customer-specific reasons to finance premium.

By embracing FullCircI Connect™ to supercharge its people and better service its broker partners, Premium Credit Ltd has been able to combine everything it knows about its customers, business and market and supercharge it with millions of structured and unstructured data points.

**As a result, Premium Credit Ltd has generated a 10x uplift in its new business pipeline.**

By applying business rules, policies and regulatory requirements to this supercharged know-how, Premium Credit Ltd has been able to underpin its underwriting and scorecard methodology to deliver the ultimate in decision-making acumen and customer approval automation.

## About FullCircI

FullCircI is a **Customer Lifecycle Intelligence (CLI) platform** that helps B2B companies in financially regulated industries do better business, faster. Its solutions allow front and middle office teams to **win the right customers, accelerate onboarding and keep them for life**. Best-in-class data enrichment provides a comprehensive customer view and a powerful, low-code rules engine reduces the regulatory burden and drives greater automation. Through its web application and API, FullCircI drastically reduces the cost to acquire and serve the right business customers.

FullCircI was formed following the merger of Artesian Solutions and DueDil. Backed by top tier investors including Octopus Investments, Notion Capital, Augmentum Fintech and notable angel investors, FullCircI brings together decades of combined experience serving UK financial institutions. Today, it serves more than **600 customers** and **15,000 users**.



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