



## **Direct Line Group launches new self-serve platform for motor lines products**

Direct Line Group (DLG) has achieved a significant milestone in its tech transformation journey having launched its new technology platform for Direct Line, Churchill and Privilege motor customers. The platform is one element of the Group's strategy of building an insurance company for the future, driven by data and technology, which is fully digitally enabled and can operate in an agile and low-cost way.

The new platform offers customers across each of its well-known brands hassle-free transactions, the opportunity to self-serve and the ability to engage with support teams in a web chat or on the phone.

Working together with Capgemini - DLG's System Integrator partner - the new, cloud-based platform is designed to provide the flexibility to support multiple channels spanning Price Comparison Websites, Digital, and Direct channels and to integrate the capabilities of leading business systems including Guidewire, Mulesoft, Salesforce, Amazon Web Service (AWS) and Willis Towers Watson's Radar Live to create a unique ecosystem to deliver future business initiatives.

**Steve Maddock, Chief Operating Officer said,** "I'm delighted that our new platform is in the advanced stages of deployment and we are already seeing the benefits it brings to both our customers and the business. The last twelve months has been challenging and we are exceptionally proud that we've forged ahead with our tech transformation, despite the sudden move to home working. The new platform will enable us to offer our customers a full rounded digital experience from quote through to claims. The continued roll out across all brands will power the Group to drive benefits and growth out of the investments we have already made and become the tech and data driven insurance company of the future. I'm really proud of the team that made this business transformation happen."

"Undertaking a large-scale core transformation requires vision, skill and tenacity to create a modern insurance company of the future," **said Shane Cassidy, Head of Insurance for Capgemini's Financial Services.** "This success was made possible through DLG's determination to be customer-focused to address the unique customer requirements for each of its brands. Additionally, DLG was highly receptive to leveraging market-leading technology, resulting in business benefits and a reduction in IT operating costs."

**ENDS**

### **About Direct Line Insurance Group plc**

Direct Line Group (DLG) is one of the UK's leading insurance companies. The Group's vision is to create a world where insurance is personal, inclusive and a force for good. Through its well-known brands which include Direct Line, Churchill, Privilege, Darwin, NIG, Direct Line for Business and Green Flag, DLG helps people to carry on with their lives, giving them peace of mind now and in the future. Its brands offer a wide range of general insurance products across motor, home, commercial, travel, pet and rescue, both direct to customers and through price comparison websites and it underwrites insurance products distributed by its third-party partners. The Group believes that by embracing sustainable practices it creates a better



corporate culture able to provide more reliable products and bring long-term rewards for its customers, people and shareholders

#### **About Capgemini**

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion. Get the Future You Want | [www.capgemini.com](http://www.capgemini.com) \*provided by Capgemini.

#### **Direct Line Group:**

Jade Trimbee  
Corporate Communications  
Manager  
Direct Line Group  
Mob: 07760 424649  
Email:  
[Jade.Trimbee@directlinegroup.co.uk](mailto:Jade.Trimbee@directlinegroup.co.uk)

#### **Capgemini**

##### **Mary Sacchi (North America)**

WE Communications for Capgemini  
Tel.: +1 (212) 551 4818  
Email: [msacchi@we-worldwide.com](mailto:msacchi@we-worldwide.com)

##### **Bartu Sezer (EMEA)**

WE Communications for Capgemini  
Tel.: +44 (0) 20 7632 3861  
Email: [bsezer@we-worldwide.com](mailto:bsezer@we-worldwide.com)