



Azur Group wins award for Digital and Emerging Technologies

Azur Group, a Managing General Agent (MGA) specialising in the UK's high-net-worth market have been recognized again this year for the digital innovation behind their Smart Home product.

Celent, a global research and advisory firm for the financial services industry has awarded Azur Group with the Model Insurer award in the Digital and Emerging Technology category.

Celent's annual award program recognizes managing general agents and insurance carriers as 'model insurers' for their outstanding technology initiatives. In order to win, the initiatives must demonstrate clear business benefits, innovation, and technology or implementation excellence.

Smart Home is a comprehensive insurance product for high valued homes and their contents and provides additional cover such as Personal Cyber, Home Emergency and Legal Expenses.

Combining Salesforce technology with enriched data from Outra, Azur have built Smart Home on a digital platform that offers a slick quote and bind experience on the front-end and, on the back-end, hosts a complex ecosystem connecting underwriting, claims and finance.

Graham Elliot, Azur Group CEO says:

“The Celent Model Insurer award is fantastic recognition for the talented team that designed Smart Home. With modern technologies we have built a scalable product and believe more insurers will consider a similar approach to digitalization.”

According to Juan Mazzini, Senior Analyst at Celent:

“The Model Insurer Awards recognize how insurers are using technology to change the face of insurance. Azur Group should serve as an inspiration to others looking for strong examples of best practice implementation that will have a truly meaningful impact on business results and the industry overall.”

To access Smart Home, contact the team at info@azuruw.com