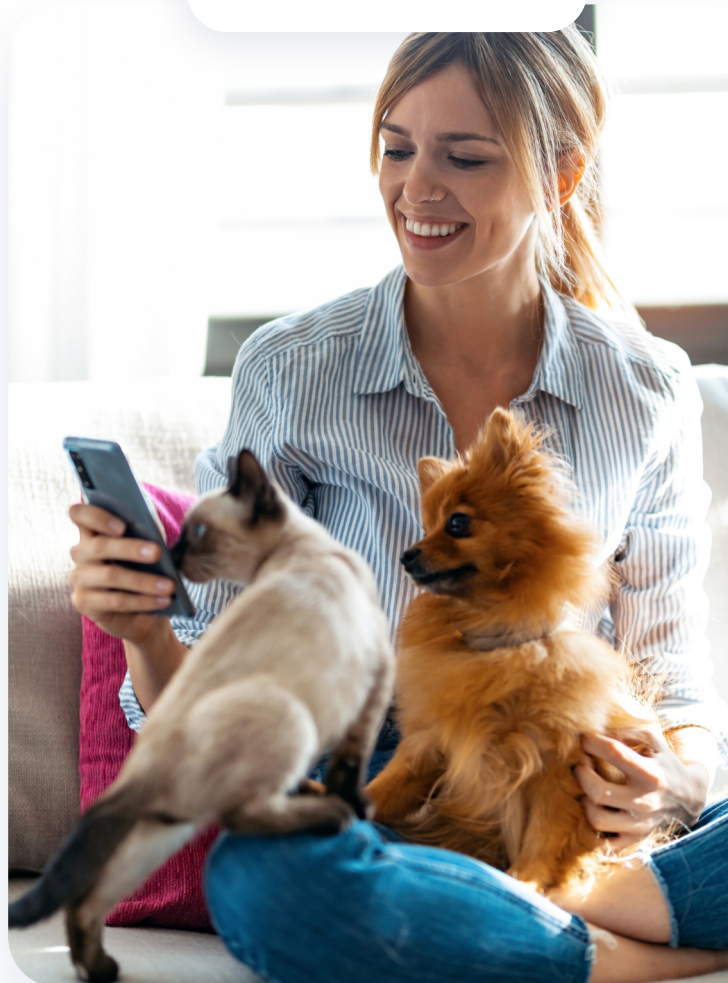# fintechOS

Admiral leverages FintechOS to launch Pet Insurance

Key achievements

- ✓ Achieved quick time to market
- ✓ Met Admiral's high standards for customer experience
- ✓ Integrated with ecosystem partners

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> Our focus at Admiral is on providing high quality, high value products and services to our customers. With the FintechOS platform, we were able to meet our aggressive launch deadline, while also delivering an innovative digital pet insurance solution
>
> **Pritpal Powar**
> **Head of Pet, Admiral Group**

About

Admiral, a top-20 UK insurance provider and leader in market innovation, offers motor, home, travel, and pet insurance.

Challenges

Admiral had offered pet insurance for some time through a third party. However, with a rise in pet ownership due to remote working, and the market predicted to exceed USD 5.2 billion by 2027, the company wanted to bring its pet offering in-house and set an aggressive launch deadline for this initiative.

Key for Admiral was the creation of a compelling product offering that combined their market-leading, multi-cover pricing experience with value-add third-party services, underpinned by efficient servicing.

With such an instantly recognizable brand, it was imperative that the relaunched Admiral pet insurance initiative aligned to its corporate digital experience and tone of voice, whether direct-to-customer or intermediated.

Complex integrations

Launching a digital pet insurance product to Admiral's standards amidst its existing ecosystem was a complex undertaking. Speed to quote was also a key concern for Admiral, in particular via its price aggregators.

Approach and results

Admiral's business objective to rapidly respond to customer needs led the company to select the FintechOS platform for its new pet insurance offering.

FintechOS achieved the required results — bringing together Multi-Pet insurance, 24/7 access to advice and treatment options from registered vets, and efficient, automated policy management.

Speed-to-market

With FintechOS, Admiral was able to move from conception to launch quickly, to meet Admiral's launch timeline. The FintechOS platform empowered Admiral with composable core blocks, low-code/no-code ability, cloud native architecture, and a pet insurance Accelerator.

Anytime updates

With the FintechOS platform, Admiral product designers can adjust and fine-tune ratings and coverages on their own via a low-code interface. FintechOS removed Admiral's dependency on technical teams to implement changes — allowing Admiral to avoid costs and operate at the pace of its business.

Data-driven personalization

Supporting Multi-Pet policies was a key requirement for Admiral. The FintechOS platform's data-driven personalization integrated Admiral's extensive customer data with a digital interface, enabling Admiral to provide hyper-personalized pet coverage.

Ecosystem integrations

With FintechOS Admiral was able to integrate its pet insurance offering with partner systems with ease.

The future

With FintechOS as its technology partner in insurance product and service innovation, Admiral can diversify and expand its offerings at the pace of business, while delivering an unmatched level of personalization to its customers. Drastically reducing the complexity and effort traditionally associated with insurtech solution creation and updates, FintechOS offers Admiral a time- and cost-effective path to future innovations.

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For any other inquiries, please reach us by email at:
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fintechOS

Introducing FintechOS, the high-productivity financial infrastructure. Our nimble, modular platform empowers existing systems, builds differentiated financial services, and radically transforms the customer experience.

Currently, more than 50 financial institutions of all sizes, across the globe are powered by FintechOS technology.

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