



## **The AA's new Accident Management division goes live with ICE Claims – Released 9<sup>th</sup> June 2020**

**Following the AA's success with ICE InsureTech, the AA has created a new Accident Management division that utilises the ICE Claims platform.**

ICE InsureTech, part of the Acturis Group, announces today that, national roadside assistance and insurance company, the AA, is now live with ICE Claims for their new Accident Management service.

The AA selected ICE Claims for their new division following the success of the nine-month implementation of the ICE Insurance Suite into the AA's Insurer business. This project achieved significant business transformation, empowering the AA to meet their claims efficiency objectives for the first time.

Building on the success of this project, the AA created their new Accident Management division (Accident Assist) to provide assistance to both its breakdown members and the AA Insurance broker customers, utilising the ICE Claims handling system.

Both teams worked closely in the lead up to the Accident Assist System going live with ICE Claims. The teams quickly identified how to build efficient claims operations through automated workflow and third-party integrations.

Now launched, the AA Accident Assist has a platform that enhances their claims operations and delivers a seamless end-to-end experience for customers.

**Tim Rankin, Managing Director, AA Accident Management** says: "Our strong motor experience, combined with ICE's wealth of implementation expertise, enabled both teams to quickly identify how to achieve an efficient service for both our AA Members and AA Insurance customers. Together, we have built and implemented a new claims system, launching our new Accident Assist service – delivering a transformational step forward and a platform for our growth - another great success for both companies."

**Craig Staniland, Executive Chairman, AA Underwriting Insurance Company Limited**, added: "This is an example of two focussed businesses working collaboratively again to achieve a great outcome in rapid timescales. The fact that the AA have created a new division in Accident Assist in a matter of months is testament to the ICE software and its flexibility."

**Andrew Passfield, CEO, ICE InsureTech**, commented: "Having already implemented ICE in the AA for its Insurer, we were delighted to get the opportunity to support the AA in another business initiative. The speed of the implementation shows what can be achieved with our flexible software and a driven project team from our client."

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## Notes to editors

### **About ICE InsureTech:**

ICE InsureTech, part of the Acturis Group, is a market leading specialist software provider to insurers, MGAs, claims administrators and accident management companies. The ICE products are enterprise-grade modular software solutions for the management and processing of insurance claims, policies, billing and rating, with integrated analytics – comprising ICE Claims, ICE Policy, ICE Billing, ICE Rating, ICE Analytics and ICE Digital. It is a complete end to end solution that can be implemented in very short timescales – delivering immediate benefits to your business. The ICE solution is fully IoT enabled, covering all lines of business, including connected car/ telematics and connected property, across both personal and commercial insurance. For more information, please visit [www.iceinsuretech.com](http://www.iceinsuretech.com) Follow us on twitter & LinkedIn @ICEInsureTech.

### **The AA**

The AA is the UK's leading provider of roadside assistance through personal membership and business partnerships. Their Roadside division includes many other services, which enrich membership, including driving lessons and training within the Driving Services division and such services as AA Cars.

The AA's insurance broker focuses primarily on motor and home policies, operating a diverse panel of underwriters including their in-house underwriter. The AA Insurance division includes Financial Services partnership with the Bank of Ireland on a range of financial services products including, savings and loans.

For more information, please visit <https://www.theaa.com/>