



24 hour total care

Coffee with COVER

Long walk in the same direction



Coffee with COVER spent time with Jonathan Rosenberg, CEO of Renasa, shortly after Renasa's big win at the annual FIA Awards.. Renasa walked away with the prized award as Short Term Insurer of the Year, Commercial. As an insurer using only brokers to reach the market, this was definitely the cherry on years of hard work.

Congratulations on the big win. How do you feel about it?

Absolutely thrilled. For us it was almost sufficient to be nominated among such notable company. To win an award among those contenders is real recognition for us and truly valuable, particularly the commercial award that, for us in our market segment, is prestigious. It was a surprise in fact, with which we are truly thrilled.

Commercial is a tough and complicated environment. How do you manage to stay close to the brokers and support them sufficiently?

With Personal Lines we employ technology to a high level in order to automate processes and maintain efficiency. That way, we adopt a different approach in the Commercial space. In fact, we employ an old-fashioned approach of personal service, quick turnaround times and quick decisions. Our Broker Service Managers are located close to, or even within, broker offices to make quick decisions on binding and claims, on the spot, thereby keeping the intermediary competitive.

"To win an award among those contenders is real recognition for us"

Renasa, as a broker-only insurer, has a national footprint. How do you manage that while still retaining the attributes of a smaller, nimbler provider?

I must admit that it has been a challenge. Our market has experienced attrition over the last few years with several insurers departing or consolidating with others. I think that is a symptom of tough trading conditions and, in fact, we have ploughed much of what the business has generated



over the past few years back into our distribution and technology infrastructure.

For us it's pretty much a long-term view and the stability of the intermediated space, believing unreservedly in the value of independent advice. We have only one distribution channel and it is therefore important to have a structure that will survive the

"This is confirmation that we are heading in the right direction"

here to serve the independent intermediary and we now have a message of acceptance of our strategies. This is confirmation that we are heading in the right direction, but there is always more we can do and always things we can do better.

We will continue with our efforts to provide decisions more speedily and increase efficiencies, including Personal Lines as well. It's not easy to please everyone but we will try and we will aim to retain our position as the intermediary insurer of choice in the Commercial Lines space

"We have only one distribution channel and it is therefore important to have a structure that will survive the test of time."

test of time. For that you need national distribution and a proper technology infrastructure.

What is your message to the brokers out there and The FIA regarding your win and the run up to next year?

It's all their doing and we wish to thank them for that. In a way we are almost spectators. We are



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