



MCA Awards 2018 Winner

Digital & Technology

PwC with Direct Line Group

Small businesses are the growth engine of the UK, hence it's vital they have easy access to the right insurance. Direct Line for Business (DL4B) wanted to disrupt the commercial insurance market with an exciting proposition - a solution tailored to the customer's business that's both efficient and specialised.

DL4B called PwC to help it build a picture of what its customers really needed from the insurance experience. We spent time directly with the customer and helped create the desired online experience- driving through to implementation in less than 11 months.