

Behind the Scenes at dot2dot

My name is Jackie Hyde and I am a Director of Stanmore Insurance Brokers Ltd. Like many of my peers insurance was not a career of choice I happened to stumble across it when on the last minute I decided not to go to college to study hotel management. Instead I ended up working at Commercial Union for six years until an opportunity arose to work for a small local insurance broker in 1988. This suited me as I had recently become a Mum for the first time and it enabled me to juggle work and home a little better.

Established in 1962 Stanmore had established a reputation for providing exceptional personal service and I really enjoyed working closely with our clients. The business thrived and my position developed into management shortly followed by a Directorship in 1999.

Some people are fortunate to have special events in their life and one of mine will be the launch of our nursery scheme dot 2 dot in 2004. I first became involved in the nursery sector in 1995 when childcare was close to my own heart. Being a full time working Mum of two children helped me appreciate how a good quality nursery eased the burden of any working parent.

During this nine year 'apprenticeship' I worked closely with my nursery clients to understand their unique needs. By 2003 it struck me that I could use my knowledge of the childcare sector to provide a better product and a better service to my clients. The result was the launch of our own facility - dot 2 dot. The scheme was structured to be innovative and to demonstrate that our product would not only look after the insurance needs of the nursery but also support the day to day running of the business. This meant we had to have access to specialist service providers. There are lots of people who could do this work but we wanted partners.

We approached people we knew, respected and who shared our commitment to customer service. This partnership approach is at the heart of all we do. It enables us to offer prompt access to a range of specialist in areas such as Health & Safety, employment law, legal advice, security and many more. The scheme continues to go from strength to strength with the number of nurseries insuring with us increasing every month. Equally gratifying is the number of clients we retain year after year.

Running dot 2 dot is only part of my responsibilities at Stanmore but it will always be my 'baby'. I have had to learn to share the day to day client work and this is now handled by a specially recruited team of people here at Stanmore. I used to take pride in knowing all the dot 2 dot clients by name but as we have grown this has become much more of a challenge. However I still have a sizeable bank of clients who I visit on a regular basis which helps to keep my feet and my ear firmly to the ground. This ongoing customer contact is vital as I am always looking for ways to expand and improve the service we offer. I truly value the input of my clients who with good grace answer my numerous questions and further allow me to bounce ideas off them. Thanks to this fantastic level of feedback I have been able to recruit additional partners which have added further value to the dot 2 dot scheme.

As you will appreciate the prompt and efficient settlement of claims is the mainstay of any insurance policy and I am still actively involved in monitoring the performance of the scheme. This includes studying claims statistics to identify trends and areas of concern, keeping clients informed during visits, renewal discussions or via periodical newsletters. The principle aim is to keep the scheme profitable which in turn leads to stable pricing for the benefit of everyone.

I have a real passion for the nursery sector and still get a “buzz” from developing the dot 2 dot scheme. My aim has always been to empower the customer by providing information and choice. Although far from a natural author I have penned a number of articles, presented to numerous groups and attended industry events to publicise dot 2 dot.

It was through such an activity that dot 2 dot became involved with Montessori St Nicholas. There followed an interesting year of discussions in which we assessed each other and our philosophy's. We were therefore thrilled to be appointed as a preferred insurance provider by Montessori St Nicholas in January this year. We shall be attending your conference in November 2010 and we look forward to meeting you in person.



Jackie Hyde

Director
dot2dot Nursery Insurance