



Pet insurance
is unique and
so are you.



At Aquarium, we believe your business
should be set free

We understand technology should liberate your business to provide the products and services your customers need.

We are one of the world's leading innovators in the software insurance industry and we specialise in the pet sector, so we know what works best. Our cloud platform delivers you and your business a solution that is cost-effective and perfectly suited to meet and exceed the needs of your customers.

By working closely with our clients, we've seen first-hand how they have radically improved customer engagement and operational processes. With our experience and expert team, we are in a unique position to help make you stand out from the pack.

It's all about people, especially yours

Pet insurance is not like any other type of insurance, its niche and must be handled by specialists. Interactions are very emotive for the pet parent and need to be handled carefully and sensitively by the insurer. We understand this and deliver seamless solutions to improve the journey for everyone.

Our platforms are configurable and infinitely adaptable. We can change as the needs and desires of your pet owners change. We reduce risk, improve efficiencies and help you manage everything, at every point in every sale and claim.

Design your platform around you, not us

Your business needs change and your pet insurance technology needs to adapt to every variable that may come your way. Your Aquarium platform will help you create the products and the processes you need to deliver your strategy and to manage their fulfilment across the whole policy lifecycle.

Take our rules engine which easily allows you to add any variable into the calculation of a premium. That way you can be unique in your offering or catch up quickly with market trends. Plus, our 'What if' analysis allows for an extremely precise level of risk-based pricing to be modelled before your product goes to market.

Better quotes and a better customer journey

We enable policies to be purchased online or through sales agents across a variety of affinity brands. Our 'Save Quote' allows for issued quotes to be easily recalled at any time. And 'Match Customer' easily identifies existing clients and their previous attempts at cover. While our 'Full Quote Tracking' makes sure that the effects of your marketing are fully measurable, tracked and auditable.

Manage policies your way and the right way

You can easily change any branding, including tone of voice, to suit the affinity brand you represent, giving your customers tailored policy packs when they signup.

For writing new business, documents are created automatically and printed or sent electronically to the customer. Your policy and premium renewals ratings can also be done automatically as part of your business process.

We'll help you manage risks in the policy underwriting and on-boarding process; recording temporary and permanent exclusions against each policy. We use a process-focussed approach for reviewing risks and deliver the tools for you to engage with veterinary practices.

Making the finance easier too

Whether it's through bank withdrawal or annual credit card payment, premium collections will be performed automatically. Claims payments can be automated too either electronically or via cheque.

The in-built accounting functions allow you to manage your ledgers, cashbooks and all the associated management information.

Employee benefits and employer benefits

Our systems record employer and employee information, broker and TPA relationships and allow you to manage associated commission structures and fee scales. We give employees the ability to register onto schemes via their own secure online portal.

As for billing, premium invoices will be produced automatically with employer remittance files being imported with discrepancies evaluated - without user intervention.

Claims, simplified

Claims assessment and payments are automated and managed according to policy types, limits, excess and co-insurance. While electronic claim invoices can be submitted via technologies seamlessly integrating with legacy practice management solutions.

Thanks to our custom-built mobile apps, policy details can be easily updated by your customers and validated by you. Our email and SMS system also ensures that pet parents are kept informed at all points in the process.

Using our sentiment analysis, end of sale and two-way claim surveys, your Aquarium platform will neatly collate all the NPS survey statistics and verbatim feedback. This invaluable management information will be automatically sent to you and used to influence your future consumer products, markets and business processes.

Our acclaimed secure, web based open architecture supports full web services with its own API allowing for full Third Party System Integration.

Customers and vets alike can take full advantage of a complete self-service experience. And since vets can easily supply clinical history and invoices via their portal and electronic claims notification can be sent from the veterinary hospital to the insurer, operational and expenditure costs can be drastically reduced.

All of these things that your customers don't see, can make it feel less of a 'sale' and more of a 'service' they can depend on.

Let's work together

We will work with you and your teams every step of the way to make sure your Aquarium platform consistently delivers what your business needs to meet the expectations of its existing customers and to attract new ones.

Through active listening and a unique understanding of the pet insurance sector, we will inspire you and your business to be at its best.



Aquarium Software
Tel +44 (0) 161 927 5620
www.aquarium-software.com