CTC EUROPE .COM

CASE STUDY

Company name: CTC Europe | **Company size:** 11 – 50 employees
Industry: Freight and logistics **Location(s):** UK and Europe

About:

CTC Europe is a logistics company that specialises in the handling and transportation of heavy industrial equipment and hi-tech electronic equipment.

The challenge:

CTC were paying high premiums for their business and fleet insurance through another broker.

WillU were appointed to assess their insurance needs and see where they could make cost-savings.

Our solution:

As well as brokering significant cost-savings on their business insurance, we also identified gaps in their previous shareholder protection, relevant life cover and critical illness cover.

At the same time, we also identified individuals in the business who would be suitable for a new PMI policy.

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WillU

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HOW WE HELPED

Commercial insurance

By getting under the skin of CTC's business, we were able to put together a proposal for insurers that better represented their risk to obtain more competitive and, equally importantly, more robust terms.

FX

Whilst auditing the business for their commercial insurance, we noticed that, as an international company, they weren't efficiently managing their international payments and exposure to currency markets.

We were able to secure them a better exchange rate on their international payments and streamlined their payments process.

Business protection

Our audit also identified large gaps in their previous shareholder protection, relevant life cover and critical illness cover for some of their key employees.

We worked with a number of insurers to ensure they had the right level of protection for affordable monthly premiums.

Health insurance

After our work in brokering their business protection, CTC entrusted us to identify key individuals in the business to include in a new private medical insurance scheme and go to market to broker the policy for them.

"WillU took the time to properly understand our business, which made all the difference. They didn't just save us money on our insurance - they strengthened our protection, streamlined our international payments, and introduced healthcare benefits that our team really values. They've become a trusted partner for our business as we continue to grow across Europe."

Director
CTC Europe

"Working with CTC Europe gave us a real opportunity to demonstrate the value of a joined-up approach to insurance and financial services. By understanding the unique risks and international nature of their business, we were able to deliver cost savings, plug critical protection gaps, and even improve their FX strategy. It's been a pleasure supporting a business that plays such an important role in industrial logistics across the UK and Europe."

Craig Copeland
Group CEO, WillU