

NATIONAL INSURANCE AWARDS 2026

WINNERS' REVIEW

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The winners

Best Workplace in Insurance

Bspoke Group

Placement of the Year

BLW Insurance Brokers Limited

MGA Award - Small/Medium Organisation

Commercial Express

MGA Award - Large Organisation

NBS Underwriting

Insurtech of the Year

The Data Analysis Hub

Insurtech Award – Personal Lines

Paragon

Insurtech Award – Commercial Insurance

IS2

Insurtech Award – Analytics

DynaRisk

Insurtech Award – Motor Specialism

The Data Analysis Hub

Commercial Lines Insurer of the Year

Peach

Commercial Lines Broker of the Year

Brunel Insurance Brokers

Commercial Lines Broker Claims Team of the Year

Quality Care Group

Commercial Lines Specialist Broker of the Year

Brunel PI Brokers

Commercial Lines Insurer Claims Team of the Year

Travelers

Personal Lines Broker of the Year

Atec

Personal Lines Insurer of the Year

insurance2go



The winners

Personal Lines Specialist Broker of the Year

Got You Covered

Cyber Product of the Year

Cowbell

Claims Initiative of the Year

Acumen Claims

Schemes Broker of the Year

Everywhen

Communications Team of the Year

PJ Hayman

Innovative Product Award

esure Group

Innovative Product Award – in Partnership

SambaSafety & Aon

Initiative of the Year

Everywhen

ESG Award

Europcar Mobility Group UK

Growth Company of the Year

DOA Underwriting Ltd

Insurance Recruiter of the Year

Lawes Consulting Group

Loss Adjusting Award

Acumen Claims

Pet Insurance Award

Insure Your Paws

Travel Insurance Award

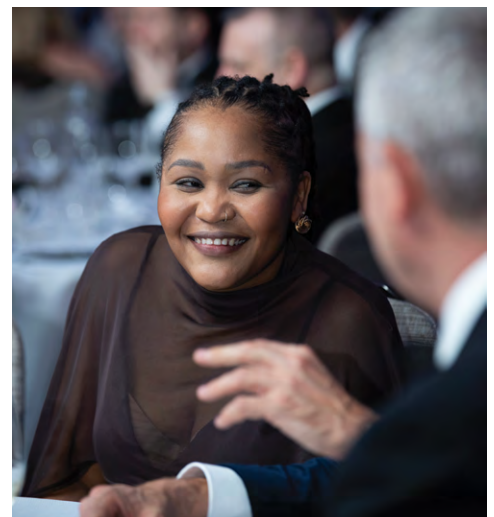
Total Travel Protection

Breakthrough Talent in Insurance

Chris Membry, esure Group

Lifetime Achievement

David Oliver, DOA Underwriting



Best Workplace in Insurance

WINNER: Bspoke Group



Craig Hunter, chief operating officer, and the Bspoke Group team; pictured with Olivia Richardson, events marketing manager, Perspective Publishing; and awards host Ivo Graham

The judges said: In one of the most competitive categories of the awards, this year's panel was impressed by Bspoke Group's clear focus on culture and engagement. By reducing stigma and making genuine commitments with real impact, Bspoke demonstrated how the insurance industry can truly walk the talk.

The entry: Bspoke Group was built to deliver distinctive insurance solutions through the strength of equally distinctive people, and recognises that true competitive advantage lies in the talent, creativity and care of its colleagues. Following a period of significant growth, Bspoke Group successfully unified multiple specialist businesses into one cohesive organisation. This brought together a diverse mix of skills, perspectives and working styles across locations and hybrid environments. In response, the group prioritised creating a strong, shared identity where all colleagues felt connected by common values, purpose and direction. Over the past year, Bspoke strengthened its commitment to its people through major well-being and inclusion initiatives. The launch of the Bspoke Wellbeing Hub in July 2025 marked a significant step in supporting colleagues' mental, physical, financial and social well-being. The introduction of the Diversity and Inclusion Network reinforced a culture where

every individual felt valued, represented and empowered. These initiatives underpin a workplace culture focused on well-being, inclusion and respect, ensuring Bspoke Group remained a supportive, engaging, and forward-thinking place to work.

Commenting on the win, Craig Hunter, chief operating officer, Bspoke Group, said: "Winning Best Workplace in Insurance at the National Insurance Awards is a proud moment for everyone across the Bspoke Group. This recognition reflects the culture we are building together – one that puts people at the centre of our business and creates an environment where individuals feel supported, valued and able to perform at their best.

"Over the past 12 months, we have made further investment in our people – strengthening colleague engagement, expanding development opportunities and building a more inclusive and connected culture through initiatives such as our Diversity and Inclusion network. These are not standalone activities, but part of a long-term commitment to creating a workplace where our people can thrive.

"This award is a direct reflection of the effort our teams have put into building a culture we can all be proud of. We know that when our people are engaged, supported and empowered they thrive, which drives better outcomes for our customers and our business. We see this as an important milestone, but also as a foundation. We remain focused on continuing to evolve our culture, invest in our people and build a business where ambition, collaboration and opportunity go hand in hand."

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group



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E: sayhello@bspokegroup.co.uk

W: www.bspokegroup.co.uk

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Personal Lines Insurer of the Year

WINNER: insurance2go



The insurance2go team, pictured with their award

The judges said: In selecting the winner for this category, the panel recognised a strong submission that harnessed gadget challenges and incorporated cyber risk in an innovative way.

The entry: As a specialist in mobile phone and gadget insurance, insurance2go has demonstrated that a focused provider can outperform larger competitors through agility, clarity of proposition, and disciplined execution.

Relative to its size and scope, insurance2go has achieved outstanding results. A Net Promoter Score of 79 significantly exceeds industry norms, while a 93% claims approval rate highlights a transparent and customer-first approach. A Trustpilot rating of 4.7, based on over 9,300 reviews, reflects sustained customer trust and satisfaction. Strong digital performance, including high website traffic and a robust backlink profile, further reinforces its market presence and brand visibility.

Over the past year, the business has delivered against key strategic objectives. It became the first UK insurer to integrate CyberAware technology into every new policy, enhancing customer protection against digital threats. The introduction of multi-gadget discounts addressed evolving household needs, while recognition by MoneySavingExpert confirmed the competitiveness of its pricing and overall value. Through operational efficiency, product innovation, and a clear

commitment to customer value, insurance2go continues to differentiate itself in a highly competitive personal lines market.

Reflecting on the win, Lorraine Higham, CEO, SPB UK, said: "Winning Personal Lines Insurer of the Year at the National Insurance Awards 2026 is a huge moment for SPB UK and a strong endorsement of what we've built with insurance2go. At its core, this is about getting the fundamentals right – simple products, fair pricing and high service standards.

"insurance2go is designed to cut through the noise. Straightforward gadget cover – whether a single device or multiple items – for consumers and businesses. We've focused on making the journey easy, the pricing competitive, and the support responsive, reliable and easy to access – all underpinned by modern claims technology that enables fast, fair and consistent outcomes. The combination of a 4.7 Trustpilot rating, an average NPS of 79, and service performance metrics tells us we're delivering where it counts and building real customer trust.

"We see this as a milestone, not a finish line. The focus now is on building from here: investing further in the platform, growing our multi gadget offer, and using data and technology to keep improving the experience without losing pricing discipline. Backed by SPB Group – a European leader in embedded insurance, we're in a strong position to keep growing, strengthening partner relationships, and continuing to raise the bar in personal lines insurance."

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spbuk.com

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Insurance2go, powered by the SPB Group

insurance2go

A trusted insurance brand serving direct-to-consumer and SME customers, delivering award winning phone and gadget protection through a seamless, end-to-end digital experience.

Powered by SPB Group

Delivering end-to-end insurance capabilities, from product design and underwriting through to distribution, claims and customer service. Our fully integrated platform enables scalable growth and consistently strong customer experiences.



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Pet Insurance Award

WINNER: Insure Your Paws



Nicola Loader, product manager, Cover-More Europe, James Cernuschi, underwriter at Burns and Wilcox, Andrew Simpson, head of pet insurance, Cover-More Europe, Matt O'Reilly, UX/UI manager, Cover-More Europe, and Kazi Rahman, lead business analyst, Cover-More Europe, pictured with awards host Ivo Graham

The judges said: In selecting a winner for this category, the judging panel recognised outstanding innovation, a commitment to customers and their pets, and exceptional results.

The entry: This winning entry highlighted the transformation of Insure Your Paws to meet the evolving needs of pet owners. Focusing on the insurer's modular product design, which enables customers to personalise their cover and select vet fee limits that suit their pets as well as a range of optional add-ons – meaning customers only pay for what they need. The entry also highlighted how cover has expanded to more than 800 breeds, including designer breeds and older pets, as well as offering a choice of vet fee cover up to £20,000 – one of the highest available in the market.

A key aspect of Insure Your Paws' award entry centred around its redesigned website, which prioritises customer experience, making the quote and buy process intuitive and straightforward. Over the past judging year, the provider's enhanced claims service, online claims process and improved response times, have

driven its Trustpilot score from 3.5 to 4.3, reflecting outstanding customer satisfaction. Further performance indicators also serve to demonstrate the impact this year's winner is making, with website visits and conversion rate both showing significant improvement.

Commenting on the win, Andrew Simpson, head of pet insurance at Cover-More Europe, said: "Winning the Pet Insurance Award at the 2026 National Insurance Awards is an incredible recognition for our team, especially as we mark one year since our relaunch of the brand. This achievement celebrates not just our commitment to excellence, but also our drive to put customers first – allowing pet owners to take control of their cover with our flexible modular product that offers lifetime pet insurance for dogs and cats.

"The past year has been shaped by our dedication to delivering an intuitive, flexible product that addresses the real needs of pet owners today. From a seamless relaunch to ongoing improvements, our team's passion has guided every step of our journey.

"Looking ahead, we are excited to be undergoing our first round of renewals, providing customers with even greater flexibility to review and adapt their policies as their needs change. We remain committed to evolving our offering, expanding our cover options, and growing our business with customer satisfaction as our guiding principle. This award is a milestone that inspires us to continue listening to pet owners, innovating responsibly, and building a product that truly supports their journey as companions and caregivers. Insure Your Paws now sets a new standard for flexibility, transparency and care in pet insurance."

insureyourpaws.co.uk





NATIONAL 2026
INSURANCE AWARDS
WINNER

Pet Insurance Award

Winner of the Pet Insurance Award

Why do pet owners choose Insure Your Paws?



For flexible, **lifetime cover**, protecting your pet from illnesses and injuries, from 8 weeks old through to senior years.



For a choice of **vet fee cover up to £20,000** and a range of useful optional extras.



For unlimited, **24/7 access to our Assist Your Paws careline**, to get veterinary support and advice, if and when they need it.



[Insureyourpaws.co.uk](https://insureyourpaws.co.uk)



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5 Star Rating applies to our £5,000 Lifetime Cover

Cover-More Blue Insurance Services Limited trading as Insure Your Paws is a private limited company incorporated in Ireland with company number 345681 and is regulated by the Central Bank of Ireland. Cover-More Blue Insurance Services Limited's UK Branch is authorised and regulated by the Financial Conduct Authority in the United Kingdom, Firm Reference Number 984290 and its registered address is Parkview, 82 Oxford Road, Uxbridge UB8 1UX.



Trustpilot score as of 20 April 2026

Commercial Lines Insurer of the Year

WINNER: Peach



Pictured: Ryan Bendelow, director of commercial; Russell White, chief executive officer; Simon Blunden, senior delegated portfolio underwriter; and Nick Dinsdale, director of underwriting, Peach; and awards host Ivo Graham

The judges said: This outstanding entry demonstrated true customer centricity and clear strategy execution in a highly challenging market

The entry: As part of plans to support its growth ambitions, Peach launched in Q4 2024 a three-year strategic plan focused on expanding broker and MGA relationships, broadening its product suite, and rebalancing its portfolio by growing property-led business. As a relatively new commercial insurance brand in a highly competitive market, Peach recognised the need to differentiate clearly and define precisely the type of partners it wanted to work with. This led to a deliberate focus on a niche segment that appeared underserved by larger corporate players: intermediaries seeking to create, enhance or grow schemes below £1 million in GWP. Peach actively targeted brokers and MGAs with specialist expertise, strong knowledge of the cover required for their clients, and a need for a flexible insurer partner capable of co-creating and supporting smaller-scale schemes and delegated authority arrangements. This model enabled partners to retain control over key decisions in the underwriting process, a framework internally described as “underwriting the underwriter”.

Peach entered the intermediary market at a time of low trust and inconsistent service standards. In response, it focused on building relationships grounded in shared values, transparency, clear communication and consistent, high-quality service, with the aim of setting a new benchmark for performance.

The winner: Commenting on the win, Ryan Bendelow, director of commercial at Peach, said: “Winning the Commercial Lines Insurer of the Year award at the National Insurance Awards is a proud moment for everyone at Peach. It’s a powerful endorsement of the approach we’ve taken, building a business that puts partnerships and responsiveness at the heart of everything we do. We’ve always believed that working closely with brokers and MGAs, and truly understanding their needs, is what drives better outcomes, and this recognition reinforces that belief.

“Looking ahead, we see significant opportunity to build on this momentum. We’re continuing to expand our commercial broker scheme and MGA partnerships, enhancing existing relationships while bringing new collaborators into the Peach network. At the same time, we’re investing in our future through a major brand evolution, with an exciting refresh that will better reflect who we are today and where we’re going.

“Growth also means people, and we’re focused on increasing the size of the Peach team by bringing in talented individuals who share our mindset and ambition. Whilst we recognise this award as a fantastic milestone, we also see it as a springboard. We remain committed to supporting our partners and shaping a more dynamic, forward-thinking commercial insurance market.”

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A refreshing approach to delegated partnerships

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Communications Team of the Year

WINNER: PJ Hayman & Company



P J Hayman's marketing team: Michelle Tressler, Bethany Toon and Suzanne Baugh; pictured with awards host Ivo Graham

The judges said: The judges were impressed by the strength of the ideas in this comprehensive and energetic award entry, which stood out both in terms of creativity and results.

The entry: P J Hayman has evolved over the last 35 years to become a highly respected travel insurance provider with an unrivalled reputation. While founder and managing director Peter Hayman champions people to travel with confidence, his marketing team echoes this ethos through its strategy – its mission to share informative and reliable content with consumers and brokers. In doing so, they help travellers to make informed decisions about their travel plans and bridge the generational knowledge gap around the importance of travel insurance.

Across the judging year, the PJ Hayman marketing team developed a clear and effective communication strategy that reflects how modern audiences consume information. Recognising that many individuals are visual or multi-modal learners, it has adapted its approach to deliver accessible content across platforms including LinkedIn, Facebook and YouTube, ensuring it reaches business partners, customers and brokers in relevant and engaging ways while maintaining clarity and consistency of message. In 2025, the organisation expanded into

TikTok to engage younger audiences who increasingly favour short-form and visual content over traditional research methods. Within months, its content achieved over half a million views, combining engaging and educational messaging to reach an underserved segment of the market and strengthen brand awareness.

At the same time, the team has introduced a tailored website, content and a Product Selection Tool for brokers, to simplify product selection, save time, improve efficiency, decision-making and success rates. The team also plays a key role in supporting the Travel Insurance Industry Conference, contributing to communications, operations and delivery for this not-for-profit initiative, helping ensure its continued success and industry impact.

Commenting on the result, Suzanne Baugh, digital marketing specialist, said: "At P J Hayman, we don't just sell travel insurance – we empower people to travel with confidence, whatever their journey. Through engaging and informative communications, we help customers better understand their cover, easing both financial and emotional concerns so they can fully enjoy their trips.

"By staying close to our audience and ahead of emerging travel trends and advisories, our team continually develops innovative ideas that support both travellers and brokers. Collaboration is at the heart of everything we do, enabling us to deliver clear, relevant and impactful messaging. We are proud to have been named Communications Team of the Year, a recognition of our commitment to making travel simpler, safer and more accessible for all."

[pjhayman.com](https://www.pjhayman.com)



Why Work With P J Hayman Travel Insurance?

HELP YOUR CLIENTS TO TRAVEL, WITH CONFIDENCE

With more than 35 years of experience in the travel insurance industry, P J Hayman has built a reputation for delivering innovative, specialist insurance solutions tailored to the needs of brokers and their customers.

As a small but highly agile business, we pride ourselves on offering a personalised service backed by extensive in-house expertise. Our dedicated Broker Support Team is committed to making brokers' lives easier, helping to source suitable travel insurance solutions quickly and efficiently. Collectively, the team brings over 30 years of product knowledge, providing valuable insight into both our products and the wider travel market. We also offer complimentary product training, ensuring brokers feel confident recommending the right solutions for their clients.

We are proud to work with a diverse range of partners, from independent brokers to large organisations, many of whom have trusted P J Hayman for over 10 to 20 years. Regardless of size, every broker benefits from the same high level of service, with our product specialists going above and beyond to provide a comprehensive range of travel insurance options.

Led by Peter Hayman, our experienced and well-connected team is recognised across the industry for its expertise, integrity, and trusted relationships. When you partner with P J Hayman, you gain more than an insurance provider – you gain a team that is invested in your success. Our marketing support includes a range of sales aids designed to help brokers grow their business, from professionally designed brochures and sales literature to bespoke white-labelled solutions that enable you to deliver a truly specialist service to your customers.

Benefits of Becoming a Partner

- Peace of mind
- Unique travel insurance solutions
- Marketing support
- Commission
- UK broker support team available by phone or email
- Product training available with Head of Business Development



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Innovative Product Award – in Partnership

WINNER: SambaSafety & Aon



Charles Smith, vice-president of product management at SambaSafety, and Marc Spurling, executive director, transport and logistics at Aon; pictured with awards host Ivo Graham

The judges said: SambaSafety and Aon achieved impressive reductions in accident frequency and severity by combining motor data to manage risk across a large fleet of delivery drivers.

The entry: Following exceptional growth, one of the UK's largest retailers expanded its home delivery operation from 6,500 to 23,000 drivers in five years, transforming its operational and risk landscape, and increasing pressure around driver safety, recruitment, training costs and insurance performance. In partnership with Aon and SambaSafety, the retailer implemented a data-driven driver risk management strategy that delivered measurable operational and financial impact. Using SambaSafety's cloud-based platform, the business consolidated multiple data sources into a single weekly Risk Index, providing an objective assessment of driver risk across the fleet. The solution digitised driver risk identification and intervention workflows, ensuring support was targeted. Driver trainers gained personalised insights to support more effective coaching, while high-risk behaviours were identified and addressed consistently. Combined with Aon's claims and insurance expertise, the enhanced data enabled faster decision-making and reduced unnecessary claims costs.

Reflecting on the win, Charles Smith, vice-president of product management at SambaSafety, said: "Great recognition for a brilliant team. Working with Marc and the Aon team has been an example of what a true partnership should be, working tirelessly and constructively to build something that neither one of us could achieve alone. The award recognises the success that comes from SambaSafety and Aon's common focus on delivering measurable value to clients.

"The result has been a significant reduction in claims, made possible by a collaborative, data-driven approach to consultancy and driver safety management. This initiative has truly demonstrated the power of technology in improving fleet safety, the strategic benefits of sharing expertise, and the immense value that can be delivered to customers as a result."

Marc Spurling, executive director, transport and logistics at Aon, added: "We are pleased to receive the recognition from industry peers for the value we were able to deliver for our client. Our partnership with SambaSafety is based around complementing our different expert capabilities and technical knowledge to fundamentally change the way we advise clients on the risks from on-road operations.

"Obtaining insight from commercial motor data is increasingly complex and difficult for insurance and fleet managers to achieve, especially given the time, resource and cost constraints many clients have. Solving this challenge was central to our approach. Demonstrating success and value for our clients was great validation. Recognition from the industry further rewards the hard work of our teams who helped make this happen."

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Travel Insurance Award

WINNER: Total Travel Protection



From Ancile Insurance Group: Emma Keaveney, pricing analyst, Masa Mwanza, strategic management accountant, Alex Spencer, head of digital marketing, Maria Hughes, marketing executive, Isabel Salter, graphic and digital content designer, Laura Davis, HR and L&D manager, Sacha Avey, business analyst project manager, Simon Trott, chief executive officer, Sarah Findlay, marketing director, Chris Payne, chief operating officer; pictured with Steve Turner, sales manager at Perspective Publishing; and awards host Ivo Graham

The judges said: Total Travel Protection continues to improve its offering for travellers with pre-existing medical conditions with the launch of its annual policies, as well as cruise policies.

The entry: A lack of differentiation in medical screening technology across the insurance market disproportionately affects travellers with pre-existing medical conditions, often leaving them with the choice of either paying prohibitively high costs or travelling without cover. Total Travel Protection uses an alternative medical screening system to assess risk, which can produce materially different pricing outcomes and, in some cases, lower premiums.

By challenging the dominant market approach, Total Travel Protection has created greater choice for customers, enabling thousands of people to secure cover at an accessible price. Initially, the company offered only single-trip policies as it

introduced and tested its new pricing technology in a controlled way. Customer feedback, particularly via social media, highlighted strong demand for annual multi-trip and cruise cover. In response, Total Travel Protection launched both products in the judging year.

Annual and cruise policies now make up 30% and 14% of total sales, respectively. These two new products have helped to drive a 150% year-on-year increase in GWP, with Total Travel Protection strengthening its position in the higher-risk segment of the market.

Commenting on the win, Sarah Findlay, marketing director at Ancile Insurance Group, said: "We are so proud to win our third National Insurance Award. We have experienced fast growth as a brand with strong customer loyalty, repeat business, and a five-star rating on Trustpilot from over 4,882 reviews. Our aim for the future is to keep empowering customers with pre-existing medical conditions to enjoy their holidays with confidence and at a fair price.

"We continue to monitor customer feedback to ensure that we are providing the services that are important to them.

"Looking ahead to 2026, we are planning a pay monthly option, something else that has been requested.

"It is an honour to win a National Insurance Award in recognition of our aim to provide a better choice for travellers with pre-existing medical conditions."

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Travel Insurance

Medical conditions? No problem!



We do medical screening differently. It could mean a better price!

Total Travel Protection is brought to you by Ancile Insurance Group Limited who have been specialising in travel insurance cover for medical conditions and older travellers since 2010.

 Cover for all types of medical conditions

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**Total Travel
Protection**



At Ancile Insurance, we exist to unlock travel. Where others stop at “no,” we say “yes”, especially for older travellers and those with medical conditions.

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 **Ancile Insurance**

Commercial Lines Insurer Claims Team of the Year

WINNER: Travelers



Chris Barker, head of distribution, UK and Ireland, Travelers Europe; pictured with commercial manager at Perspective Publishing, Steve Turner, and awards host Ivo Graham

The judges said: In their winning entry, this claims team consistently exceeded the expectations of its customers, delivering professional, client-focused outcomes – showing the impact of dedication, and impressing this year’s panel of judges.

The entry: The Value-Added Services (VAS) Claim Europe team has driven exceptional growth through innovation and measurable impact over the past judging year. The team has expanded significantly since 2021, strengthening its capabilities and delivering consistently strong outcomes across the business.

Its strategic diversification into seven distinct service areas, alongside innovative approaches, including AI integration, Claim Change Agent networks and expansion into new territories – including Ireland – demonstrate a clear commitment to continuous improvement and market leadership. In addition, referrals increased by 30% from 2023 to 2024, with a further 20% rise in Q1 2025.

With numerous Be Valued recognitions and strong testimonials from senior leadership including the chief claim officer, CRM director and CFO, the VAS team has transformed claims strategy

through technical expertise, collaborative spirit and commitment to value creation. This combination of strategic vision, operational excellence, innovation, customer focus and measurable results ensure Travelers’ place among the leading names in the insurance industry.

Commenting on the win, Chris Barker, head of distribution, UK and Ireland at Travelers Europe, said: “We’re really pleased to be recognised as Commercial Lines Claims Team of the Year. This award reflects the progress we’ve made across our claims organisation in Europe, which has grown and developed under Judy O’Neill’s leadership as vice-president of claims.

“Judy has set a clear direction for claims focused on strong technical delivery, while also making sure we’re practical, responsive, and easy to work with for both customers and brokers. Over the past few years, that’s meant investing in specialist expertise, improving how our teams work together and finding better ways to deliver outcomes.

“That’s now coming through in the service we provide. We’re resolving claims more efficiently, working more closely with brokers and looking for solutions that genuinely help customers move forward, rather than just following a standard process.

“It’s also about being consistent – delivering the same high standard of service across different lines of business and increasingly complex claims. This award reflects the collective effort across the team and the culture that’s been built – one that encourages people to think differently, work together and keep improving. We’re proud of what’s been achieved and looking forward to building on this.”

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