

# Brunel Franklin grows revenues 1600% in two years

### Brunel Franklin and Aquarium Claimsbook

“We used eCatcher to create our 60 second test. It was a breakthrough. Now customers contact us instead of us having to contact them. We save staff time and lower our costs.”

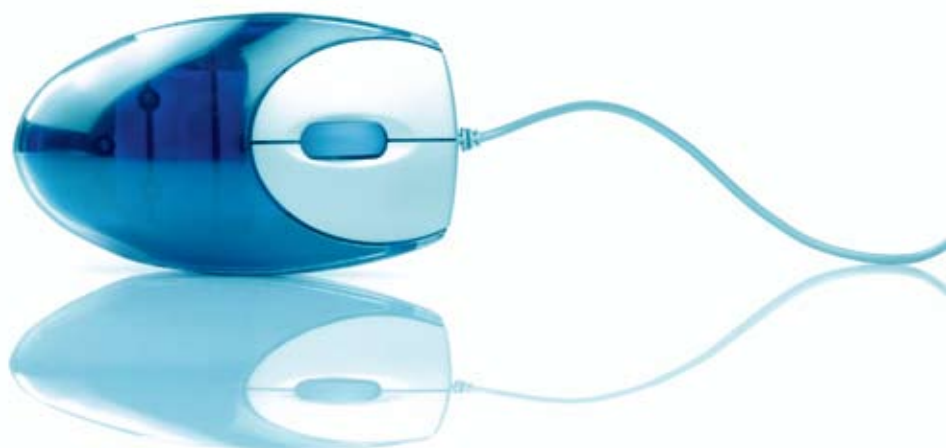
Ian Allison, Claims Director, Brunel Franklin

#### About Brunel Franklin

Brunel Franklin is one of the country's leading claims handling companies and has helped consumers win over £200 million in compensation for mis-sold financial products. Set up in 2003, Brunel Franklin has been one of the fastest growing companies in the UK with a multi-million pound turnover.

#### Where they were

In the early days, Brunel Franklin handled just a few hundred leads per month. The team recognised the potential to do far more but identified two challenges. First, if they were serious about maintaining growth, they'd need to significantly increase lead generation. Second, they'd need new software to handle the forecast increase in case volumes.



## Why Aquarium Claimsbook?

When Brunel Franklin's leads increased, Aquarium Claimsbook implemented multiple workflows to support their different product lines. It provided automated document and email creation, links to third party mailing houses, document management, automated claim tracking and alerts, as well as management reports on all aspects of business performance.

Aquarium Claimsbook allowed Brunel Franklin to define and fine-tune their business processes easily. It also gave them extensive automation and powerful reporting features.

## Where they are now

Brunel Franklin has revolutionised its marketing strategy. Rather than ramping up their telemarketing team, lead generation now happens online using Aquarium's eCatcher. Customers applying via the Brunel Franklin website gain instant feedback on the likely outcome and value of their claim before signing up.

Moving from off-line cold calling to on-line marketing has drastically increased the company's serviceable market and created massive growth in lead generation.

Brunel Franklin increased the number of leads and resulting claims it processed every month from several hundred to tens of thousands. In two years revenues have grown by 1600% each year while staff numbers have risen by just 250%.



**For more information:**

**Contact us to learn how we can help you accelerate your success.**



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