



Unlocking Potential:

Your guide to
Zurich Club Blue



The power of partnership: Zurich Club Blue explained

Zurich Club Blue is born from our passion to be more than just an insurer; we strive to be a true partner in every sense.

Our proposition to you is based around three core pillars:



Ease of trading:

First-class service is essential to you and your business and we're committed to delivering and exceeding your expectations, at every stage



Professional development:

Supporting you and your employees with both skills and career progression



Futureproofing:

Our goal is to drive industry change, with you, and support you with futureproofing your business



I am so proud of Zurich Club Blue - we have turned our passion into action.

Zurich Club Blue brings us closer to our brokers and enables us to understand what's most important to drive our partnerships forward. Over the past year we've seen significant success in developing our trading relationships, delivering over 1000 hours of training, and tackling industry challenges; promoting gender equality and championing female talent across our industry.

Our focus for 2025 is to continue to increase trading through exceptional service whilst developing new propositions targeted at attracting new talent through apprenticeships and graduate schemes, and supporting our partners in making small steps to be a more sustainable business.

I am delighted that we're partnering with more brokers than ever this year, growing our members by 70%. If you'd like to find out more and how you can get involved, get in touch with your Zurich Relationship Manager.

Jacqui Kelly
UK Head of Sales and Distribution

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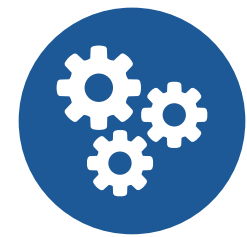
I have been absolutely delighted with the progress our Club Blue proposition has made in creating opportunities in the independent insurance broker market. This market is so critical and so well served by strong brokers.

The enhancements we have made to our proposition are based on feedback we have received and demonstrate a desire for us to work with more independent brokers and provide a proposition that works for you.

David Nichols
UK Head of Retail

Ease of Trading

Leveraging resources and expertise across Zurich to bring you exclusive trading benefits.



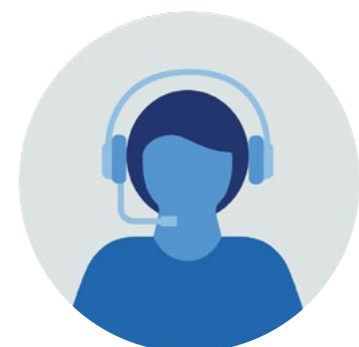
Zurich for SME



Easy to trade

You can access our SME products on our own eTrade platform, Zurich Online, or through Acturis.

We were named the Number 1 Software House Insurer in the 2025 Insurance Times eTrading survey, rated 5 stars for our eTrading experience.



Easy to access

Our expert underwriters are available to answer your queries whichever way you want. Whether on live chat, the phone, email, or through the platform.



Quick to respond

We understand the importance of getting a quick response from an expert underwriter. We aim to respond to your live chat queries within 2 minutes, so you can get back to helping your clients.



We are proud to provide insurance solutions to SME businesses who are critical to our local communities and the UK economy – we believe hard working businesses deserve hard working protection.

Our strategy prioritises ease of trading, ensuring we're available with quality responses whenever you need us – whether through Live Chat, Phone or Platform Referral.

We strongly believe that feedback from our broker partners and customers is essential to shaping our SME proposition and we continue to invest in our service, platforms and overall proposition based on this feedback.

Nikki Lidster

Head of SME & Trading

Ease of Trading

Leveraging resources and expertise across Zurich to bring you exclusive trading benefits.



Zurich for Private Clients

We know what it means to your clients. That's why Zurich Private Clients provides cover for your clients' most valued possessions.

Bespoke to your client

We offer a tailored and personalised approach to suit your client's individual needs. Our underwriters combine their experience with the deep knowledge you have of your client to build a portfolio that truly meets their needs.

Service excellence

We understand the importance of strong relationships and a personalised experience. From our own dedicated high-net-worth claims team to our Client Managers, our teams are on hand to provide the special attention your clients deserve.

High-net-worth expertise

Our experts combine high levels of technical expertise with global risk insight to ensure that we bring our best solutions to you and your clients. We work closely with a carefully selected panel of well-known, trusted specialists who can value everything from fine art and antiques to classic cars and watch collections.



We understand the importance of strong relationships and a personalised experience. That's why we have dedicated teams of HNW experts to provide the special attention your clients deserve.

We have served the UK HNW market for over 20 years with our commitment to this segment demonstrated by recent enhancements to our Home and Motor products.

The broad nature of our products allows us to look at a variety of solutions when faced with a claim; often looking beyond the obvious and immediate remedies.

Kevin Morton

Head of Zurich Private Clients & Personal Lines Partnerships

Ease of Trading

Leveraging resources and expertise across Zurich to bring you exclusive trading benefits.



Zurich for Mid Market

We're committed to regional trading, providing a personal and tailored service through our local teams who are empowered to make decisions.

Speed of response

We can bind and issue your Mid-Market quote within 24 hours, with policy wordings issued instantly. Our regional teams aim to respond to your queries within a day during business hours, and for new business enquiries within 2 hours.

Access to expertise

You can be confident that when you trade with us that you are speaking to experts in the market. Our experienced underwriting and claims teams are empowered to make decisions and are trained across our full range of products.

Local trading

We pride ourselves on providing you with local experts who know the area and the risk. With offices across the UK, you can meet and trade with knowledgeable decision makers near you.

Making it personal

Our wide breadth of cover has been designed with your clients in mind, and with a trading experience suited to you. Our refreshed Commercial Combined product has a tailored nature, meaning you can work with an underwriter to craft the right cover to best suit your client.



We pride ourselves on delivering great products to our brokers through empowered and responsive underwriting, claims and risk management teams across our UK regional offices.

Our Mid-Market proposition gives access to products offering a wide breadth of cover and flexibility to be tailored to your individual client requirements and provide the peace of mind that we have your clients covered.

Club Blue brokers have direct access into our experienced trading teams who are focused on being responsive to your needs and those of your clients.

Morgan Lyons

Head of Retail Commercial



Claims Relationship Management

Your Claims Relationship Manager is here to support you every step of the way.

At Zurich Club Blue, we're proud of our claims service. We work closely with our broker partners and their customers to offer education and insights, not just for individual claims, but for entire portfolios.

We hold ourselves to high standards for claims handling. We want you to feel confident that your claims will be dealt with efficiently, professionally, and fairly. That's why we work with all parties involved in the process.

Our Claims Relationship Management Service includes:

- **Claims Portfolio Review:**
We look at live and closed claims to identify trends or issues.
- **Service Review:**
We check if we're meeting your needs and keep you updated on any changes in our service that are relevant to you.
- **Broader Claims Environment:**
We inform you of regulatory or market developments that might affect our broker partners and their customers.
- Whatever you need, we are here to help with training and support the needs of your business.



Richard Ridgewell

Head of Broker Claims Relationships

Our claims relationship manager service is designed to provide dedicated support and personalised assistance to you and your clients throughout the claims process.

Your Claims Relationship Manager will work closely with you to ensure that claims are handled efficiently and effectively, providing a seamless and positive experience for all involved. They serve as a single point of contact, helping to navigate complex claims and offering expert guidance to resolve issues promptly.

This service underscores Zurich's commitment to delivering exceptional support and maintaining strong, collaborative relationships with you and your clients when you need us most.



Read our
'Welcome to Zurich Claims'
brochure by scanning
the QR code below:





Monthly business development webinars

Our goal is to help you stay ahead in a fast-changing industry. Our monthly webinars cover important topics like the latest in Artificial Intelligence and Cybersecurity, as well as practical issues like Escape of Water.

Delivered together with the expert team from Zurich Resilience Solutions, these webinars keep you informed about new risks, technologies, and best practices, so you can provide high-quality advice to your clients.

Plus, they count towards your CPD records and all content is available on [our YouTube channel](#).

If there is something you want covered, let us know and we can work with you to provide the content on any topic.



Regional Trading Forums

At Zurich Club Blue, we value collaboration and open discussion.

Our Regional Trading Forums strengthen the relationship between you and your local Zurich trading team, creating a sense of partnership and support. This collaboration ensures that you have a voice in our decision-making, instilling confidence in working with Zurich.

We embrace your feedback and insights, allowing us to understand your needs and improve our offerings in partnership with you.



Professional Development

Helping you attract and nurture your talent. We collaborate with accredited organisations to offer training and development opportunities.



Rising Broker Network

Designed for broker partners early in their career, looking to develop industry knowledge and broaden their network.

This programme provides our members with opportunities to enhance their technical knowledge and soft skills through bespoke training, as well as networking opportunities.

We also provide resources and online learning materials on Zurich's appetite, proposition and broader industry topics.



CII Funding

Continuous learning is crucial. At Zurich Club Blue we support your professional growth.

As a member you can talk to us about nurturing your talent through qualification funding opportunities.

We support with funding to help broker employees gain knowledge and expertise, creating a more skilled and confident workforce.



Revision Workshops and Support

We offer revision workshops for key Cert & Dip exam modules. Partnering with top training providers like Zing365, these workshops are tailored to meet the study needs of broker teams, providing targeted support for exam preparation.

This showcases Zurich Club Blue's commitment to helping brokers achieve professional excellence in the insurance industry.



Future Leaders Programme

Our programme is designed for those recognised as future leaders in your organisation. It develops leadership skills through workshops on various topics.

This helps to develop practical leadership skills, focussing on important development areas such as communication styles and leading through change.



Women in Insurance

Through Zurich Club Blue, we prioritise diversity and inclusion by collaborating with our broker partners on initiatives like our Women in Insurance programme. Our goal is to promote gender equality and women's success in the workplace.

We partner with Arcadia Consulting to run the programme. It's designed to get everyone involved and encourage inclusion.

Our webinars and workshops cover important topics like allyship, dealing with microaggressions, boosting your career, and conflict management.



I wanted to thank you and Zurich for providing this training which I personally have found the most useful I have had in a long time. The material provided by the trainer and explanation as to how to use along with guides explaining how to apply them was nothing short of extraordinary (...and thank you for the food and drinks as well!).

As I write this, you can most likely tell how invigorated I feel and am truly grateful for the invite to this training I would be unlikely to access any other way. I will certainly be implementing it in my career journey as I look and hope to progress.

I look forward to seeing the Zurich team soon hopefully being a part of future events that being part of the fantastic Club Blue allows us access to.

Richard Simon

Technical Account Handler at Protect Insurance

Futureproofing

Driving change, together with our broker partners, to futureproof the industry



Zurich Support Services

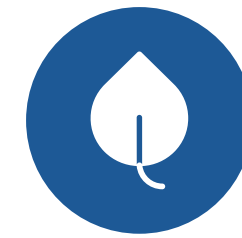
We understand how important it is to take care of yourself and your team. That's why we're dedicated to offering support services for mental and emotional wellbeing. We believe that a healthy, productive work environment starts with happy and supported employees.

Through Zurich Support Services we provide help and support on a wide range of issues, with professional advice and resources available whenever you need them.

Here's what you can count on:

- Free and confidential health and wellbeing service
- Impartial help and support on a wide range of issues
- An independent service provided by our trusted partner, Workplace Options
- Up to five sessions of professional counselling

We're here to support you every step of the way.



Sustainability

We are all on the journey to being sustainable. At Zurich, we're working on several initiatives to reduce our emissions and help brokers make small changes to drive their sustainability efforts.

To learn more about our sustainability workshops and webinars, speak to the Zurich Club Blue team. Our valuable insights will help you and your teams navigate today's rapidly changing environment confidently.



Volunteer days

We know that you are experts and well-respected in your local communities, and that you value giving back. At Zurich, we support various national initiatives, such as Teach First who are working to end educational inequality, and we would love to partner with you to make a difference in your local area.

Together, we can create meaningful impact and support the communities that matter most to you.



Wellbeing Wednesdays

We're proud to offer quarterly wellbeing content on topics ranging from digital burnout to neurodiversity in the workplace.

We're partnered with Wellity, a leading consultancy that offers expert advice and education on wellbeing at work and at home. We're dedicated to prioritising wellbeing for you and your teams.

Contact us

For information on Zurich Club Blue and how to sign up, please speak to your local Relationship Manager or visit our website

Alternatively, speak to your Zurich Club Blue team by emailing



Louise Martin
Head of New Business and Broker Proposition

Zurich Club Blue represents our unwavering commitment to being more than just an insurer; it embodies our dedication to being a true partner to our brokers.

Running this program fills us with pride because it allows us to support and empower our broker partners at every stage of their journey, ensuring their long-term success and enabling them to provide exceptional service to their customers. It is about creating meaningful relationships and making a genuine difference in the lives of those we worth with.



Niall Dowds
Sales and Distribution Consultant

For me, Club Blue is all about relationships.

Through our regular events and forums and by listening to feedback, we are constantly scouting out new opportunities to build deeper partnerships that we can all draw from.

Plus, it's great to get to know the people who are benefitting from the proposition that we are building!



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