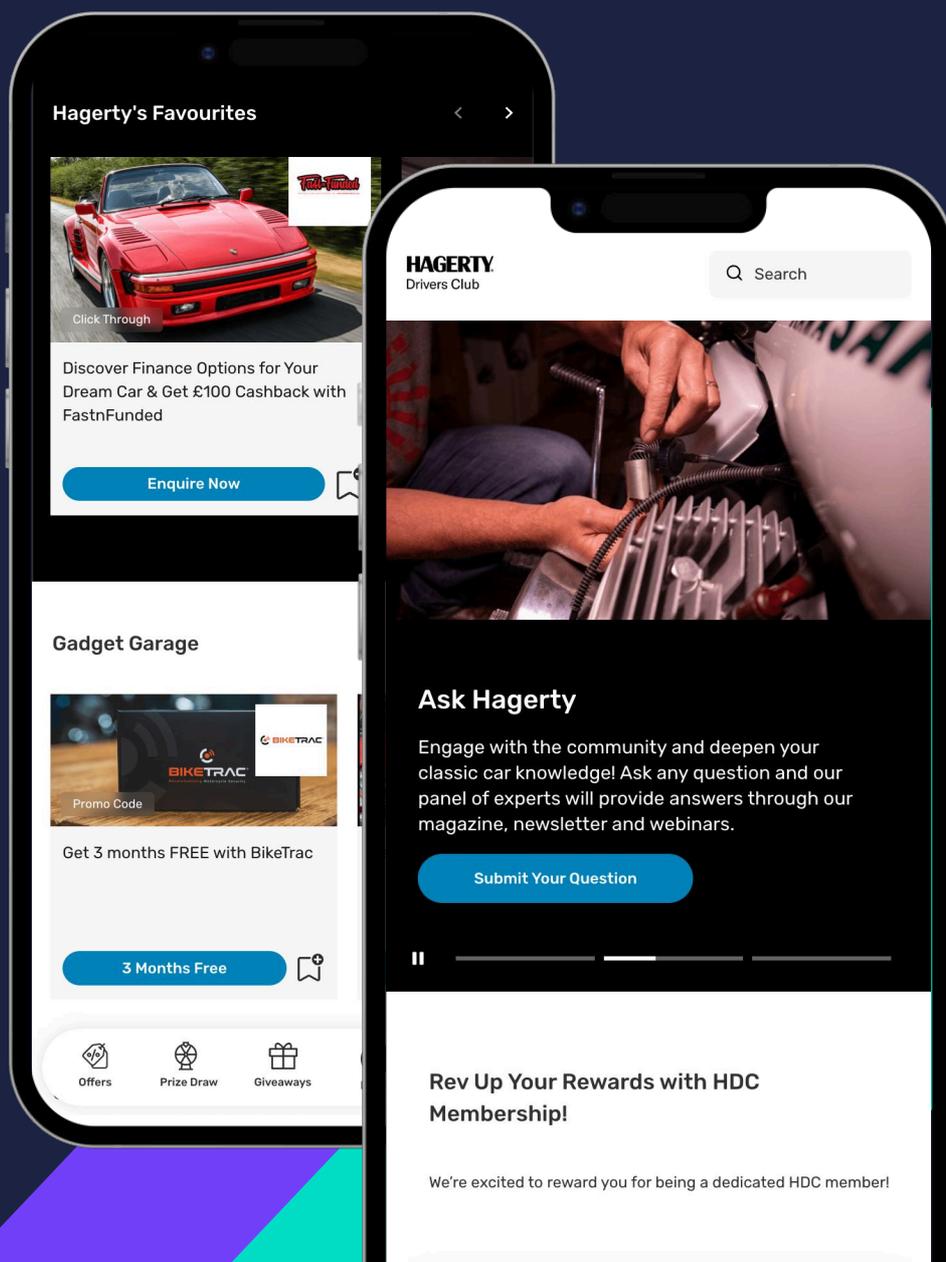




Driving Member Value: Hagerty's Journey to Enhanced Customer Engagement



Introduction

Hagerty, the global leader in classic car insurance and auto enthusiast brand, identified an opportunity to drive revenue growth through a membership programme, designed to strengthen customer relationships and facilitate insurance product cross-selling.

Hagerty and Propello worked to deliver a new vision, an ambitious member reward club, based on the existing Hagerty US programme, with smarter and more personalised member benefits, bringing their insurance policyholders and HDC (Hagerty Drivers Club) UK members together.

In this case study, we'll see how Propello Cloud's white label solution complements Hagerty's plan to unlock new revenue opportunities and provide a valuable, engaging member experience.

The Hagerty Story

Hagerty is the world's leading provider of classic car insurance. Since its founding, it has expanded its specialised insurance offerings and has become a mainstay in the classic car community. Hagerty's commitment to "saving driving and car culture for future generations" demonstrates a vision far beyond traditional insurance services.

Despite their established presence, Hagerty identified opportunities in using personalised rewards and benefits to maximise lifetime value and long-term customer commitment. The goal was to go from highly satisfied insurance customers to a wider community of engaged members who interact more broadly and regularly with Hagerty.



Hagerty's Opportunities and Objectives

Hagerty recognised some strategic opportunities to improve customer relationships and business growth before they reached out to PropelloCloud:



Engagement:

Offer value not just in insurance products that would keep customers engaged beyond their policies.



Growth:

Generate more revenue and profit from current Hagerty customers.



Loyalty:

Make Hagerty insurance relationships "stickier" by actively justifying loyalty in a premium-based market where prices are increasing.



Amplify:

Expand Hagerty's UK footprint, enhance their expertise, and differentiate them from competitors.



Quick Payback:

Develop a low-cost, scalable programme that hits the ground running in 12 months and fits into Hagerty's wider agenda of car culture preservation.

Partnering with Propello Cloud was a proactive step towards these objectives without sacrificing ROI.

Why the Propello Solution Was The Right Choice

Hagerty had to make a decision when they set out to create the HDC UK programme: create something in-house or partner with an external loyalty programme vendor. Hagerty ultimately decided to partner with Propello for several key reasons:

Plug-and-Play White Label Solution

Propello supplied a ready-to-use white label solution that could be quickly modified to Hagerty's specifications. The result would be a significantly shorter time between concept to launch compared to an in-house built solution. As a result, Hagerty could begin to reap the benefits of customer loyalty much sooner.

Cost-Effectiveness

The collaboration with Propello was more economical than building an internal solution. By using Propello's current infrastructure and expertise, Hagerty didn't have to make major initial investments in hardware, software, and specialist staff.

Reduced Internal Resource Requirements

Propello's comprehensive solution meant Hagerty was able to launch the HDC UK programme without adding enormous internal workloads. Propello took care of various aspects, including:

- Programme design and strategy.
- Benefit sourcing and management.
- Reporting and analytics.
- Technology integration.
- Member communication and engagement.

Expertise and Best Practices

Propello also offered valuable experience and industry knowledge. Our knowledge of loyalty programme design and administration, in conjunction with Hagerty's intimate knowledge of the classic car market, helped us to create a stronger, more effective programme.

Scalability and Flexibility

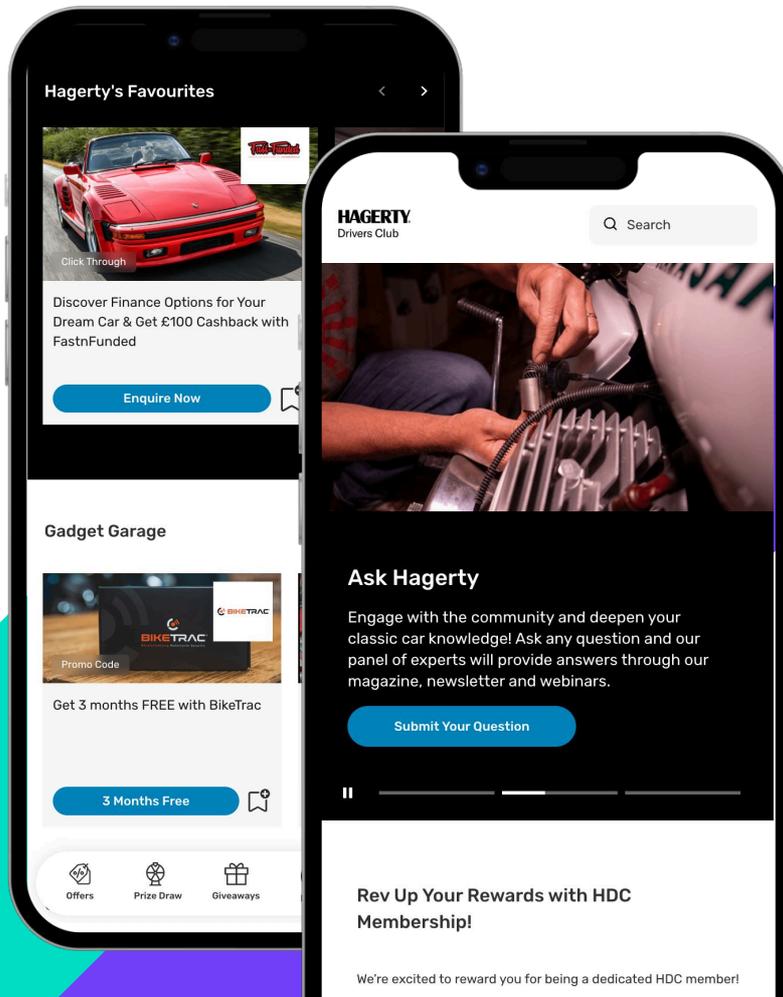
Propello’s offering was versatile enough to launch with a focused, cost-effective programme and agile enough to grow and evolve with the HDC UK offering over time. This was a natural fit for Hagerty’s strategy for future expansion and increased customer engagement.

Focus on Core Business

By collaborating with Propello, Hagerty could keep its primary insurance business and customers at the forefront of their services, while providing a quality membership programme. This enabled Hagerty to diversify its value proposition without taking away too many resources from core business operations.

Risk Mitigation

Using a well-established loyalty programme service provider such as Propello also helped mitigate the risks of creating and launching a new membership scheme. Propello’s experience and well-tested processes reassured Hagerty of the programme’s success.



How Propello Responded

Propello Cloud's strategic response focused on offering Hagerty a comprehensive service solution aligned to their specific needs and opportunities.



Programme Structure

The solution focuses on delivering HDC as an integrated extension of Hagerty Insurance, and key features include:

- HDC sold as part of the existing new business and renewal insurance journey.
- Streamlined administration and marketing approach.
- Targeted outreach to Hagerty Insurance customers.



Reward-based Customer Loyalty

The newly implemented benefits strategy consists of four pillars aimed at providing both rational and emotional value:

1. Events & Experiences

- VIP access to Hagerty events.
- Special access to exclusive Clubhouse experiences.
- Proactive utilisation of existing Hagerty events to maximise ROI.

3. Clubhouse Integration

- Dedicated community platform development.
- Exclusive content delivery system.
- Member engagement opportunities.

2. Quarterly HDC Magazine

- Premium content strategy built on existing expertise.
- Optimised print runs for cost management.
- Integration with digital platforms for broader reach.

4. Offers, Discounts & Freebies

- Curated partnerships with enthusiast suppliers.
- Integrated Hagerty merchandise discounts.
- Value-added services for members.

Operating Model

The implementation plan places a strong emphasis on efficiency and scalability via:

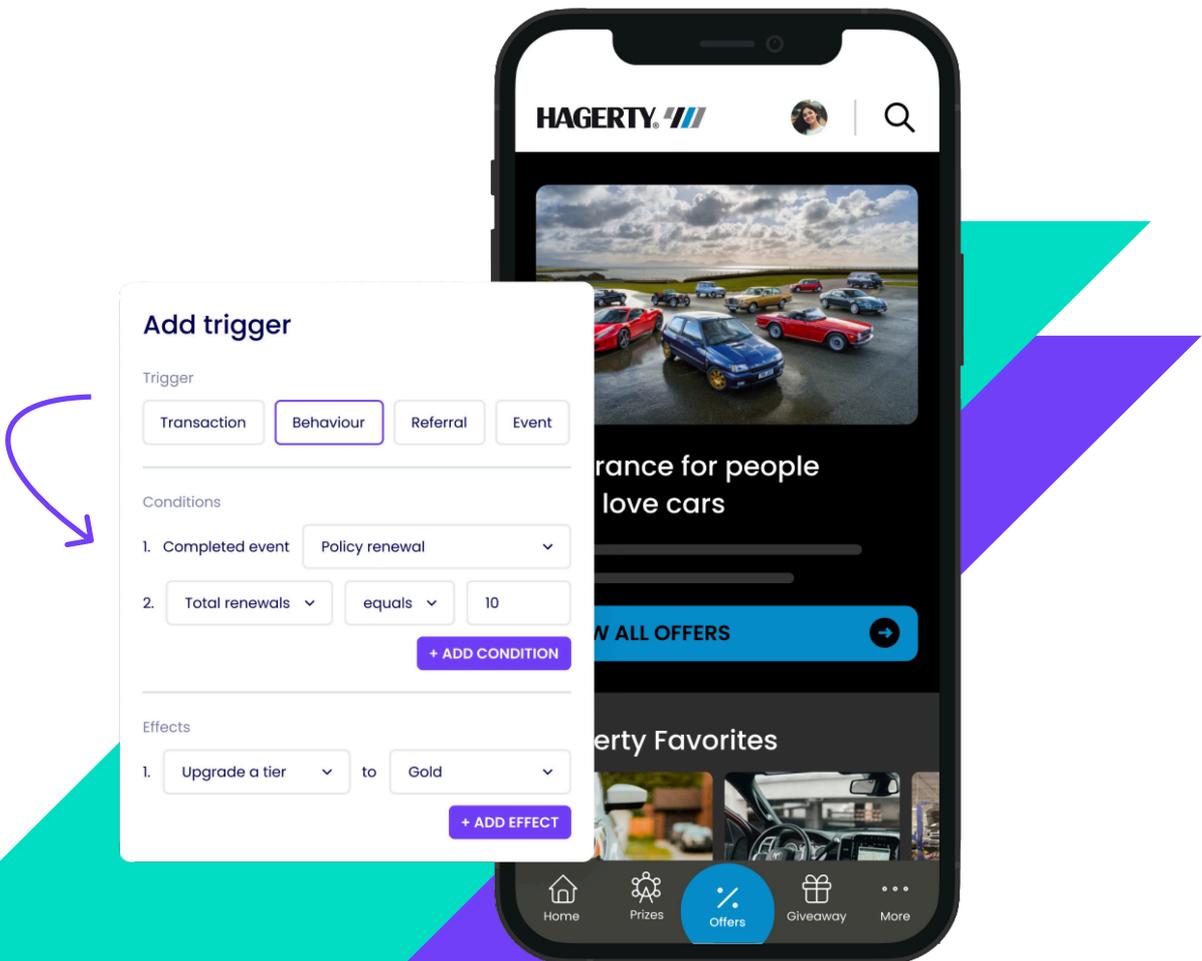
- Leveraging existing systems and processes.
- Streamlined member recognition systems.
- Integration with Hagerty's Ignite insurance platform.
- Cost-effective benefit delivery methods.

Marketing and Communication

Propello Cloud's approach focuses on value communication through:

- Strategic member communications.
- Portal-based engagement.
- Integrated email marketing.
- Premium yet cost-effective welcome materials.

This comprehensive response aligns with Hagerty's vision while establishing foundations for future growth. It is a value-first approach that also leaves space for programme expansion when membership levels increase.



The Outcome:

With this strategic alliance, Hagerty is in the perfect position to become a full-service membership organisation that enhances all aspects of the classic car ownership experience.

While the programme is in its early stages, projections indicate:

3,000

Membership growth in line with the 3,000 member Year 1 target.

75%

Expected 75% HDC retention rate.

90%

Projected 90% insurance retention rate for HDC members.

NPS+

Anticipated higher NPS for members compared to non-members

Profitability

Financial projections showing programme profitability by Year 2.

Hagerty testimonial

"Partnering with Propello was a strategic choice that aligned perfectly with our goals for HDC UK. Their white label solution and comprehensive service offering allowed us to launch a sophisticated membership rewards programme quickly and cost-effectively, without straining our internal resources.

This partnership enables us to focus on what we do best – serving our classic car community – while leveraging Propello's expertise in loyalty programmes to enhance our customer relationships."



Mark Roper

Managing Director
Hagerty

Propello testimonial

"Our partnership with Hagerty on HDC UK showcases the power of our plug-and-play white label solution. We delivered a cost-effective, rapidly deployable programme that aligns with Hagerty's goals without straining their resources.

By managing the entire process, we enabled Hagerty to launch a sophisticated membership programme quickly, avoiding the expense of an in-house build.

This collaboration demonstrates how the right loyalty partner can transform customer relationships and drive business success, while minimising resource requirements and upfront investments."



Mark Camp

Founder & CEO
Propello Cloud



Contact us today for a quick 20 minute demo

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