

Title of webinar

Unlocking Hidden Profits: how better data governance can drive cross-sell success and operational efficiency

Poor data quality costs brokers and insurers millions in missed opportunities and operational inefficiencies. From failed cross-selling attempts to reconciliation nightmares that drag on for years - the impact on your bottom line is real. But it doesn't have to be this way!

Smart data governance isn't just a regulatory box-tick – it's your secret weapon for identifying new business opportunities, reducing your costs, and delivering better client outcomes.

Who is it for?

This webinar is for:

- **Brokers/insurers** who want to maximise cross-sell and upsell opportunities with existing clients
- **Operations/finance teams** tired of spending hours reconciling data that should match but won't
- **Business development professionals** looking to identify untapped revenue opportunities in their client base
- **Compliance and risk teams** who need to go beyond Solvency II minimum requirements to deliver real business value

Learning objectives

By the end of the webinar, you will understand:

- Why your data problems are costing you more than you think (real horror stories included!)
- How poor data quality blocks cross-sell opportunities and hinders client retention
- The hidden costs of manual workarounds and reconciliation processes
- Practical steps to turn data governance from a cost-centre into a profit driver
- Quick wins that deliver immediate business impact
- How to identify which clients aren't buying products they should be

About Nicola Askham, The Data Governance Coach

[Nicola Askham](#) is known as [The Data Governance Coach](#) and has over 23 years of experience designing and implementing Data Governance frameworks across multiple sectors. In the insurance industry specifically, she has 15 years of experience and has worked with Direct Line, Aspen, Hiscox, Tokyo Millennium Re and many others. This means she really understands the unique data challenges facing insurers and brokers.

As the leading data governance training provider in the UK, Nicola has developed a powerful methodology for implementing data governance that focuses on delivering measurable business value rather than just ticking regulatory boxes. She has designed and delivered data governance training specifically for Solvency II requirements and specialises in turning data headaches into business opportunities.

Nicola served on the DAMA UK (the Data Management Association) committee for 13 years, hosts The Data Governance Podcast, and regularly writes and presents internationally on data governance best practices. Her practical approach empowers organizations to use data effectively for problem-solving, cost reduction, and identifying new revenue opportunities.

Nicola's webinars are always interactive, with views/opinions sought from attendees, and time allowed for Q&A at the end.

Charge for webinar delivery is £400 plus vat

Contact sam@lightthepark.co.uk for more information or to book.