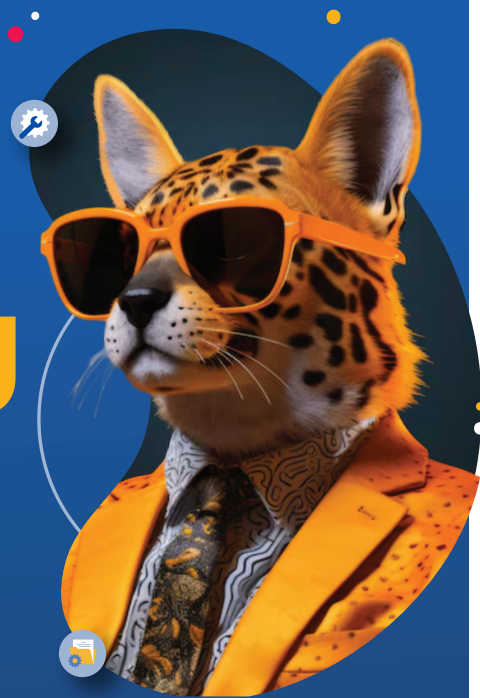# GENASYS

How No-Code Product Building

Helped Hayes Parsons Launch an Insurance Product in 10 Days

Bringing an insurance product to market fast? A platform with no-code product building is your secret weapon. When our customer needed our urgent help, we were quick to formulate a plan...

About Hayes Parsons

HAYES PARSONS

With a legacy spanning over 60 years, Hayes Parsons Insurance Brokers is an independent, Chartered Insurance Broker specialising in a diverse range of insurance markets.

Their expertise covers **marine, education, property and construction, technology, life sciences, biomedical, visitor attractions, heritage, and the charity / not-for-profit sectors.** Alongside these niche areas, they also provide comprehensive insurance solutions for traditional commercial SME clients.

Hayes Parsons' sister company, Admiral Marine, focuses on yacht and boat insurance, an area where speed-to-market and a seamless customer experience are crucial.

| Marine | Education | Property | Construction | Technology | Biomedical | Heritage | Non-Profit |

The Challenge: Why No-Code Product Building Was the Solution

When Hayes Parsons sought to bring a new Yacht Insurance product to market, they faced a significant hurdle that only no-code product building could solve:

The product needed to launch rapidly to capitalise on market demand.

A third party needed to validate the user experience, ensuring all the right information was collected from the outset without causing operational bottlenecks.

The team wanted the ability to self-manage and continuously refine the product post-launch.

The process had to be as frictionless as possible, ensuring a smooth journey from quote to purchase.

Recognising these challenges, Genasys proposed a bold, high-velocity approach using our no-code product building tools in an intensive, on-site five-day development sprint with some remote fine-tuning thereafter.

The Solution: A Five-Day On-Site Sprint

For us, there's no better way to work than face-to-face on projects like this, so Genasys deployed Herman Nel, Pre-Sales Manager, to work directly with the Hayes Parsons and Admiral Marine teams utilising our no-code product building tools for an immersive and collaborative development process in their offices. The approach was simple:

Preparation Beforehand: Admiral Marine provided a product specification, details of their existing online user journeys, and research to define "what good looks like" within their specialist sector.

Iterative Product Development: Instead of starting from scratch, Genasys leveraged pre-built templates in our no-code product building tool, refining and customising them based on real-time feedback from the Admiral Marine team.

Hands-On Collaboration: The team worked side by side, ensuring the product met both customer expectations and operational efficiency requirements.

Proactive Discussion: We ensured that we didn't just build what we were told, but that we used more than two decades of product building experience to proactively contribute to the build, recommending ways of handling things, pointing out possible areas of improvement and streamlining the process where possible.

Live Configuration & Contextual Learning: Jordan Cooper, Hayes Parsons' Schemes Underwriting Manager, was taken through the no-code product building tool throughout the process, familiarising him with what was possible, the toolset being used by our team and the process involved in building products.

> *"The collaborative process with Genasys was unlike anything I've experienced before. Having Herman on-site, working side by side with me, meant we could rapidly refine and shape the product in real time. What really stood out was how intuitive their tools were - being able to configure and adjust the product so quickly, without having to build from scratch, was a game-changer. I was amazed at how much we could accomplish in such a short space of time."*
>
> **Jordan Cooper, Underwriting Schemes Manager at Hayes Parsons Insurance Brokers**

Overcoming Challenges

Like any ambitious project, this sprint came with hurdles, but thanks to Genasys' flexible platform and agile collaboration, the team turned obstacles into opportunities:

As the sprint progressed, new insights emerged that could further optimise the customer journey. Instead of sticking rigidly to an initial plan, Genasys's no-code product building tool allowed the team to instantly refine quote flows, automate rating logic, and enhance user experience without delays or rework.

By staying agile and solution-focused, the team not only delivered a fully functional product in record time but also ensured it was fine-tuned for efficiency from day one.

The Results:

A Fully Functional Insurance Product in Record Time

In just ten days, Admiral Marine had a fully operational insurance product, complete with:

✓ Multi-section insurance product including legal expenses
✓ Full customer on-boarding process (welcome emails, documentation and policy wordings including a dynamic schedule and statement of fact.)
✓ Auto-rating, referrals, and declines

> *"When Genasys first suggested this approach, I'll admit we were a little sceptical. But seeing them deliver a fully functional, ready-to-market product in such a short period of time was incredible. The process was faster than we could have imagined, and as a result, we're able to start selling our new yacht insurance product immediately. This level of speed-to-market is a game-changer - not just for this product, but for the way we approach innovation across our entire business.*
>
> **James Woollam, Managing Director at Hayes Parsons Insurance Brokers**

A Lasting Impact:

Following the initial sprint, Genasys continued working with Admiral Marine to refine the product, making further enhancements to the platform. For Hayes Parsons, this project demonstrated the power of Genasys' no - code product building tools, setting a precedent for how they could launch future products, not just in yacht insurance, but across their entire portfolio. **More importantly, it showed just how quickly they take a turn a concept into a revenue - generating product.**

Want to launch your product at lightning speed? Let's talk about how no - code product building can help.

GENASYS

genasystech.com

Talk to our team
Want to find out more or see a demo?
Arrange a quick call with our friendly team.