



7 employees



Belfast, Northern Ireland



www.brokeriq.co.uk

Hyper personalised communication for the broker market

BrokerIQ is an app-based platform designed to transform the way Mortgage and Protection advisor firms engage, communicate and interact with their client's. A platform built to empower brokers to grow their business, streamline their client interactions and deliver exceptional customer experience.

BrokerIQ is a transformative client engagement platform that empowers protection and mortgage advisor firms reduce admin, build stronger relationships, enhance communication, and deliver exceptional client experiences.

With its centralised client management, seamless communication channels, collaboration features, and automation capabilities, BrokerIQ enables businesses to drive growth, foster loyalty, and achieve sustainable success.

"Since leaving Aviva in March 2020 I have supported and advised many start-ups and I am excited to be part of the team at BrokerIQ. Ever since I met the founder, Joanne Cole I have been taken by her complete focus on the end customer and how their 'simply deployable app' can immediately make a meaningful difference to broker efficiency, client engagement and clearer and safer communication for customers. In a year that has been tough on consumers and brokers, it has certainly paid to be better engaged with your customers."

Hugh Hessing Ex Aviva Ireland CEO

Problem being solved

BrokerIQ Solutions addresses various challenges in the brokerage industry by providing a comprehensive platform to improve efficiency, data management, compliance, client engagement, and overall operations.

History

Founded in 2020 by siblings Joanne Cole and Des McGivern. With backgrounds in software development and data analysis, and first-hand experience within the Mortgage and Protection space, the founders identified the need for a piece of technology that sat specifically between broker firms and their clients. The absence of technology in this space meant broker firms relied on numerous communication channels as well as spreadsheets to record important information with clients and manual input of data into CRM systems, with no continued engagement with clients past the point of sale.

Over the past number of years BrokerIQ have received investment from a number of angel investors as well as lead investor Symvan capital, London and Clarendon fund managers, Belfast. Hugh Hessing, ex Aviva CEO Ireland joined as non-executive chairperson in September 2022, and they have just recently celebrated reaching 2000 users of their technology and grown to a team of 7.

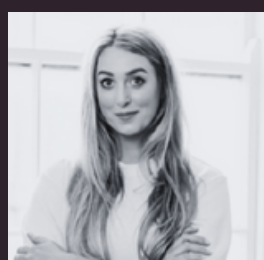
They have also partnered with leading global financial services technology provider iPipeline.

Read press release

"We are delighted to be working with such a prominent and forward-thinking partner to deliver a superior service to end customers via intermediaries. BrokerIQ's key mission is to enhance efficiency and engagement when dealing with clients and make that process as easy as possible for advisers."

Joanne Cole CEO and Founder, BrokerIQ

The Team



Joanne Cole
Founder / CEO



Des McGivern
Co-Founder / CTO



John McGrann
Interim COO



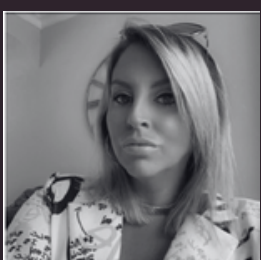
Hugh Hessing
Non - Ex
Chairperson



Reshma Krishna
Head of
Customer Success



Marco Santos
Senior Developer



Poppy Muir
Sales Development
Manager

