

Swinton orders the market leading debt recovery system DebttimeSQL

In the late 1950s Swinton opened its first branch in Salford and pioneered a new way to buy insurance.

Always innovators, they took the bold step in the 1980s of computerising their quotation system and customer records. With the efficiency this brought, they expanded their branch network beyond the North West and across the UK.

Now owned by **La Mutuelle Du Mans Assurance** (MMA) they have over 3,000 employees, are responsible for over 2 million insurance policies, have two UK call centres and 442 branches nationwide.

Although Swinton is now the largest UK high street insurance broker, it is still looking for constant improvement in its business, including the selective use of the very best and most appropriate technology.

Swinton approached Linetime and after demonstrations to representatives from both information technology and debt recovery departments placed an order for the [DebttimeSQL](#) system.

The system will be installed at Swinton's Manchester office of and will be used by the core debt collection team to handle the debts of the 442 branches the company operates throughout the UK.

Tony Klejnow, Linetime's MD, "Software products like [DebttimeSQL](#) help firms become more efficient and can make an immediate impact on a firm's turnover and profitability. We are very pleased that the Swinton management team recognised the quality of our products and our company and look forward to a long and mutually beneficial relationship."

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