

Case Study: Dogtag



Dogtag chose **OpenContact** over 10 years ago to create a fast and flexible fulfilment service that delivered vital 'proof of insurance' items to its customers in time for their adventures.

Industry sector

Niche Insurance

Client Objectives

To ensure customers always receive their 'proof of insurance' items before they travel or undertake 'at risk' activities.

“OpenContact achieve the very rapid turnaround of client's documents, travel wallets and Dogtags which we promise, and we can be sure of 100% accuracy. In the time we've been dealing with OpenContact I can't remember a single wrongly collated pack. They even run our stock control for us. OpenContact is a vital component of Dogtag's infrastructure and remain fully part of our plans for expansion into other markets outside the UK.”

Dave Rice,
Director,
Dogtag Ltd.

Dogtag

Dogtag is an award-winning travel insurance provider for action-minded travellers. Their unique ID and rescue system makes their service the travel insurance of choice for backpacking, adventure and extreme sports holidays.

Dogtag provide their policyholders with engraved stainless steel 'Dogtags' that act as ID, proof of cover and hold 24-hour emergency contact information. The engraved Dogtags are essential to the travel pack and are provided with all Dogtag policies.

The Challenge

Travellers and holiday-goers are notorious for leaving their insurance until the last minute, yet they still expect to receive their documentation before they depart on holiday. Dogtag quickly recognised the need for a fulfilment house that was both quick and flexible, even in the face of large seasonal fluctuations in customer volumes.

They needed same day despatch, or next day at worst. A standard Dogtag policy requires a laser printed policy document, individually engraved stainless steel Dogtags attached to a chain and a policy booklet, all neatly packed inside a travel wallet.

The Result

Dogtag and OpenContact have enjoyed a mutually beneficial partnership for over 12 years. OpenContact have always been **enthusiastic about the prospect of expanding their capabilities in order to support Dogtag's niche requirements**, and have shown a willingness to adopt new technology and machines whenever required.

The Solution

Dogtag appointed OpenContact in 2001, when their business first started. Originally the Dogtags they provided were plastic and needed to be laser printed, then assembled in frames.

OpenContact **volunteered to take on this unfamiliar technology in order to help their client**, and also took on all of the labour-intensive assembly and packing responsibilities.

Initially, OpenContact took charge of a plastic card printer, which they operated for Dogtag. OpenContact currently operate laser metal engraving machinery on Dogtag's behalf.

OpenContact are responsible for **Dogtag's entire fulfilment process**, which runs as follows:

- Downloading customer data
- Laser printing policy documents
- Laser engraving the Dogtags
- Assembly
- Packing
- Dispatch of travel packs

OpenContact also handle stock management and reporting tasks.