



Business Support Helpline

dot2dot

Jackie Hyde, *Director*

Almost 20 years ago, as a working mum with two small children, Jackie Hyde recognised an opportunity for a service to meet the more specialist needs of the stringent nursery industry.

Background

While learning about nurseries and evaluating options, Jackie was also starting to understand the complexities of running her own business, having become a Director of Stanmore Insurance in 1999.

Four years later, Jackie launched dot2dot: the UK's leading provider of nursery and childcare insurance.

Challenge

"We had a legal expenses helpline through the traditional insurance market, but it wasn't working well, so we weren't quite getting the service we wanted from that. Also, we weren't doing anything different to what our competitors did at the time.

"We have over 1,800 clients. Some are single settings, small nurseries, others are big groups that have up to 80 settings. You have clients who are struggling to pay for very large services that would usually cost thousands upon thousands of pounds, so by building this product with Croner now these clients can get some support and documentation, as well as providing a better helpline service than we had before."

"I appreciate Croner's contributions, they help us deliver quality service and I cannot reaffirm my thanks enough."

How We've Helped

Croner have been partners of dot2dot since its launch in September 2003. Now over 500 dot2dot clients are routine users of Croner support, with awareness continuously being raised to encourage further usage. Understanding of one another's service is what sets our partnership apart and has allowed us to integrate truly great and tailored support into the foundation of the dot2dot offering.

Over two decades, we have formed an integral part of each other's service, with dot2dot offering expert employment law advice as part of the insurance arrangement and Croner developing an unparalleled understanding of the nursery sector.

Over time, have developed an in depth understanding of who dot2dot clients are and what they specifically need. We recognise their main challenges, who they are as a business, their most frequent queries and even the time of day they're most likely to require assistance. Croner have a dedicated team on hand for dot2dot clients, made up of nine advisors and solicitors all qualified up to a CIPD Level 7 standard.

dot2dot clients have 24/7 access to an advice line, 365 days a year from Croner. The advice they receive is given by a qualified HR consultant or solicitor from the dedicated team, covering everything from legislation to grievances.

During dot2dot's formation, Croner held a mock tribunal event for Nursery Managers to give them a first-hand experience of what an employment tribunal is like.

"I don't think delegates were prepared for how formal a tribunal is and how intense cross examination can be. Some delegates were surprised that even though it appears clear an employee has committed gross misconduct, procedural failings could result in a case being lost. dot2dot clients who attended the session not only had a fascinating insight into how a tribunal is conducted; they also learnt about the importance of recording keeping.

"The helpline has helped us retain clients and we are constantly looking at new ways to improve and expand on the partnership. It is part of our package and it's always one of the first things we mention to new clients. From a health & safety and HR point of view, you can't get anything more risky than looking after children."

Thanks to this specialist service, Jackie Hyde has been able to develop a relevant and unique service which specifically aids a nursery business. With a great understanding of the industry, she has been able to build the ideal offering for clients, which Croner has been able to contribute to.

Speak to an Expert We're here to support you

For expert advice or to discuss how Croner can help your business, call:

0808 145 3386

