

Creating a Rewarding Quote Process

A Case Study

Enhanced products drive this company's increased customer loyalty and retention.



Background

A Fortune 50 insurance company wanted to reward its customers by offering more affordable coverage and loyalty bonuses. They developed a product with special policy options and safe driving rewards for low-risk drivers. The new product should help the company distinguish itself in the market for giving customers better protection and a greater sense of trust.

Problem

The client wanted to take advantage of the online experience as their primary marketing channel. They needed to strategically integrate and market this new product within the existing online Quote, Purchase and Renewal processes while remaining true to the look and feel of the brand. Their primary concern was that the online channel wouldn't adequately communicate all of the products' features and benefits.

Vox Solution

When we analyzed the product offerings to be included in the online updates, we realized they needed to be highly **organized**, exceptionally **clear** and visually **engaging**. To meet those requirements, we developed a quote interface that illustrated the product options at a glance. We also wrote straightforward copy to lead prospects through the entire process with ease.

The **customer-centric content and visuals are concise and personable**—identifying clear benefits that resonate with consumers, allowing them to make informed coverage decisions.

Result

The new product is earning remarkable success with additional support of a national media campaign.

- More than 55% of new customers choose to purchase the new product
- Now launched in over 40 states, the client continues to expand the rollout
- Customers are benefiting from safe driving rewards
- The company continues to monitor renewal rates to measure their long-term success

With a constant focus on loyalty and its **positive effect on increasing customer retention**, the company is starting to introduce this concept to other lines of insurance. We continue to assist in this development as well as create multi-channel communications about the initiatives for the company's internal use.

About Vox

As a committed consulting firm, we've developed strong client relationships by building a solid foundation of people who care about their work and creating an impact. For you, that means honesty, a common dialogue, and expectations delivered. The integrity to always do what's right for our client – and their customers – defines who we are.

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