



## 2Gether Insurance

2Gether Insurance is an independently run specialist vehicle insurance company, providing cover for everything from cars and caravans, right through to kit cars and high performance motor vehicles.



## The Challenge

2Gether Insurance are registered on aggregator sites, such as Quote Zone, Quote Searcher and Insurance for Caravans, to obtain online leads. Whenever a prospect enters a relevant quote search, aggregators pass on the prospect's details and quote requirements to its panel of insurance clients, including 2Gether Insurance. It is then down to the insurance brokers to follow up on the leads in order to generate business.

They operate in a very competitive and specialist market, where online leads from aggregators are not exclusive. Leads are distributed to a panel of insurers registered with the aggregator, with each capable of handling enquiries relating to the product type. At this stage, 2Gether Insurance felt it was crucial to enforce an innovative, compelling contact strategy to accelerate communication with online leads in order to promote online sales and remain competitive.

## The Solution

2Gether Insurance turned to Optilead to implement real-time engagement with online leads generated via comparison sites. Optilead's system automatically handles online leads that are generated through aggregator sites by sending information directly to a 2Gether Insurance contact centre, within seconds of receiving it. Agents then review the prospect's quote information before following instructions to contact them by phone.

Competitors who receive the same online leads will be eager to contact customers as quickly as possible in order to make a sale. Research has shown that online leads can go cold after as little as 1 hour; making it imperative to engage with potential customers as quickly and efficiently as possible.

## The Results

Since using Optilead, 2Gether Insurance has increased its online conversion rate by 500%, which has resulted in an overwhelming boost in revenue. Personal engagement with leads is so fast that prospects appreciate the proficiency of the phone call and are more likely to convert, having just completed a quote online.

Optilead put 2Gether Insurance one step ahead of the competition by automatically triggering online leads to their agents. 2Gether's advisors are notified about prospect's quote enquiries automatically, and have the opportunity to speak to them instantly before their competitors have even had a chance to review the leads.

The system put in place by Optilead allows 2Gether Insurance advisors to be more proactive and efficient at handling calls. This has contributed to greater online conversions, as well as an exceptional level of customer service.

"Timing is such a critical factor to our success. We're delighted to say that the proficiency of Optilead has increased our online conversions by 500%." – Gary Haime, Managing Director

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**Gary Haime,**  
**Managing Director**

2Gether Insurance

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maximising revenue 

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