optilead
maximising revenue

Aviva

Aviva is the largest insurance group in the UK and one of the largest in the world. We worked with the Life Insurance branch, based in York, from July 2009 until 2010.

The Challenge

Reduce the amount of business lost by prospects not completing the online application process for life insurance.

The Solution

Using some simple JavaScript, which Aviva added to their site, we were able to start tracking the journey of individual prospects in real-time. If at any point the prospect appeared to be having problems, Optilead allowed Aviva to call them instantly.

The objective of the call was to ascertain if the customer needed any help and offer assistance with completing the application. These leads were seamlessly 'blended' into the main Aviva call centre, allowing them to use spare inbound capacity to make the outbound calls.

The Results

Around 50% of the leads were successfully contacted on the first attempt. The call was generally very well received, because it was timely and relevant. Feedback showed prospects appreciated that Aviva had actually made the effort to contact them in order to help.

Simply by speaking to prospects and offering assistance, Aviva were able to increase their online conversion rate.

"Our advisers really liked the new system as it was a valuable new source of 'hot leads' for them, which they were able to convert well. Customer reaction was very positive in getting a call so quickly. Most customers were impressed that we had made the effort to contact them to see if they needed any help."
– Sarah Costello, Marketing Manager

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**Sarah Costello,
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