



Direct Choice

We've been working with Direct Choice Insurance since August 2007. The company – now owned by SAGA – sells car, bike, van, home and commercial insurance online.



The Challenge

Direct Choice receive hundreds of leads every day after quoting the cheapest price for prospects on comparison sites such as confused.com and gocompare.com. The challenge was to maximise the rate of conversions from these leads before they went cold.

The Solution

Optilead established data feeds with 6 different price comparison sites to capture these leads in real-time, profile them and enable Direct Choice to call the prospects they wanted to target immediately.

In cases where they are unable to get hold of the prospect immediately, Optilead automatically sends a text message to the prospects mobile number prompting them to call back. These leads were seamlessly 'blended' into the Direct Choice call centre, allowing them to use spare inbound capacity to make the outbound calls.

The Results

Direct Choice achieved a Decision Maker Contact rate of over 50% and saw a significant improvement in their online quote conversion rate.

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Paul Walker,
Operations Manager
Direct Choice Insurance

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maximising revenue 

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