



## Energyhelpline.com

Energyhelpline.com is one of the biggest energy comparison websites in the UK, helping thousands of households and businesses find better energy packages and pay lower bills.



## The Challenge

The sheer volume of tariffs is very confusing for potential customers. Energyhelpline.com has already had some success improving conversion rates by making calls to visitors on their site. However, the process of identifying leads on the site and then calling them was relatively slow and very inefficient.

## The Solution

By integrating a simple JavaScript tag into the energyhelpline.com website, we are able to track the journey of prospective customers in real-time, and identify 'hot leads' instantly. As each lead is captured, it is prioritised based on a number of factors – such as size of potential saving and what stage of the online process they had reached – then the information is presented to an agent to make a call. The agent is able to view all the information that the prospect has completed up to that point, so they are fully prepared when they speak to the prospect.

Unanswered and engaged calls are programmed to rejoin the queue after a set period of time. If the agent gets a voicemail, Optilead leaves a professional, pre-recorded message automatically.

## The Results

We successfully reduced the response time from a prospect abandoning the website, to them getting a call, from a minimum of 20 minutes to less than 2 minutes. This resulted in an increased decision-maker contact rate, which combined with other automated features increased the number of calls being made, the number of contacts reached – and ultimately – the number of sales.

“The Optilead system has made a really positive impact to energyhelpline.com. With the introduction of Optilead real-time communications we've seen an improvement in decision-maker contact rates as well as conversion rates. We've recently conducted some customer satisfaction research on the calls, and the positive results are reinforcing what we already believed.” – Mark Todd, Co-founder & Marketing Director of Fundraising Innovations Ltd, owners of energyhelpline.com

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**Mark Todd,**  
**Co-founder &**  
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maximising revenue 

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